

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.
BUSINESS ECONOMICS SEM V**

Program: B.COM.

Program Code: BH.UBCOM

Course Code: (BH.UBCOMTS.4)

Choice Based Credit System (CBCS)


With effect from academic year 2023-24

PROGRAM OUTCOMES

PO	PO Description
PO 1	<p>A student completing Bachelor’s Degree in Economics program will be able to :</p> <p>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</p>
PO 2	<p>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.</p>
PO 3	<p>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.</p>
PO 4	<p>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 etc</p>

PO 5	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.
PO 6	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	Description
	<p>A Student completing Bachelor’s Degree in B.Com in the subject of Economics will be able to:</p> <div style="text-align: right; margin-right: 100px;">  </div> <hr style="width: 10%; margin: 20px auto;"/>
PSO 1	Students would understand the role of agriculture and the problems associated with the sector.
PSO 2	Students would be aware of the recent trends, role and growth of the Secondary and Tertiary sector.

PSO 3	Students would learn about the Structure, Growth and Reforms in Financial Markets.
PSO 4	Students understand the role of FDI in Economic Development.
PSO 5	Students get knowledge about the MSME Sector.
PSO 6	Students understand the structure of money and capital market.

PROGRAM OUTLINE

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 Financial Accounting and Auditing - Introduction to Management Accounting-IV	Commerce IV Business Economics IV	Travel & Tourism Management Paper I	Business law - II	Foundation Course - IV	20
V	Financial Accounting and Auditing VII	Computer system & Applications OR Export Marketing Paper I	Commerce V	A)Direct & Indirect Taxation Paper I OR B)Entrepreneurship & M.S.S.I. Paper I OR C)Rural marketing	Business Economics V	20

				OR D)Operational research		
	Financial Accounting and Auditing VIII - Cost Accounting					
VI	Financial Accounting and Auditing VII	Computer system & Applicatio ns OR Export Marketing Paper I	Commerce V	A)Direct & Indirect Taxation Paper I OR B)Entrepreneur ship & M.S.S.I. Paper I OR C)Rural marketing OR D)Operational research	Business Economics	20
	Financial Accounting and Auditing VIII - Cost Accounting					
TOTAL CREDI TS						120

DETAILED SYLLABUS – BUSINESS ECONOMICS-V

SEMESTER-V

PREAMBLE

The course aims at providing the students the knowledge of Sustainable development goals and policy measures. Business Economics provides information from a firm's point of view. Since firms considered here are rational, it becomes necessary to study the supply side of economics to attain the motive of profit maximization. This course provides basic knowledge of economics, needed for developing entrepreneurial skills.

Programme: B.COM.				Semester: V	
Course: T.Y.B.COM. Business Economics-V				CourseCode: BH.UBCOMTS.4	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial(P eriods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
12	-	-	03	(Marks - 40)	(Marks: 60)
Pre-requisites:					
Course Objectives: 1 To enable students to analyze the functioning of the Indian Economy with respect to Social infrastructure, Sustainable Development and Foreign Investment. 2. To help students to study the National Agricultural Policy and other features of the agricultural sector. 3. To make the students aware about the various reforms in Industrial and Service sector. 4. To orient the students with recent trends, issues and challenges in Banking sector and Financial markets.					
Course Outcomes: 1. Students would understand the impact of the New Economic Policy and the different policy measures for Sustainable Development and Foreign Investment. 2. Students would understand the role of agriculture and the problems associated with the sector. 3. Students would be aware of the recent trends, role and growth of the Secondary and Tertiary sector. 4. Students would learn about the Structure, Growth and Reforms in Financial Markets.					

INDEX

Unit	Description	Periods
1	Macro Economic overview of India	15 Lectures
2	Agriculture during Post Reform Period	10 Lectures
3	The Industry And Service Sector During Post Reform Period	10 Lectures
4	Banking and Financial Market	10 Lectures
	Total	45 Lectures

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1	Macro Economic overview of India: Overview of New Economic Policy-1991, - Role of Social Infrastructure with reference to education, health and family welfare. Sustainable Development Goals and Policy measures: Make in India, Invest in India, and Skill Development and Training Programmes. Foreign Investment Policy Measures in India – Foreign Investment Promotion Board, FDI- MNCs and their role.	15
2	Agriculture during Post Reform Period: National Agricultural Policy 2000: Objectives, Features and Implications Agricultural pricing and agricultural finance Agricultural Marketing Development-Agricultural Market infrastructure - Market information- Marketing training- Enabling environments-Recent developments	10
3	The Industry And Service Sector During Post Reform Period: Policy Measures- Competition Act 2003, Disinvestment Policy, Micro, Small and Medium Enterprises [MSME sector] since 2007. Industrial Pollution in India: Meaning, Types, Effects and Control. Service Sector: Recent trends, role and growth in Healthcare and Tourism Industry	10
4	Banking and Financial Market: Banking Sector- Recent trends, issues and challenges in Banking and Insurance Industry Money Market – Structure, Limitations and Reforms. Capital Market – Structure, Growth and Reforms.	10

Text books:

1. Johnson, P.A., Mascarenhas, A.D., and Chatterjee, S. (2019): Business Economics-V, Manan Prakashan, Mumbai
2. Kalkoti, G.K., Rajalakshmy, G. (2019): Business Economics-V, Sheth Publication, Mumbai

Reference Books:

1. Kaltschmitt, Martin, Streicher, Wolfgang, Wiese, Andreas, Renewable Energy: Technology, Economics and Environment, Springer, Germany, 2007.
2. V.S. Ganesamurthy: Environmental Economics in India, New Century Publications, New Delhi, 2009.
3. Bilgrami S.A.R. (2000), An Introduction of agricultural Economics, Himalaya Publishing House, Mumbai
4. Tyagi B.P., (2016), Agricultural Economics and Rural Development, Jaiprakash Nath and Co. Meerut.

Details of Conduct of Practical Examination (Evaluation Scheme): N.A.

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Internal Class Test with Objective type questions and Short Notes	20
2	One Assignment with Viva-Voce	20
	TOTAL	40

SEMESTER	DESCRIPTION OF CIA 2
1	Assignments
2	Assignments
3	PPT preparation and presentation
4	PPT preparation and presentation
5	Budget analysis/Survey report/Industry visit report
6	Budget analysis/Survey report/Industry visit report

**B) External Examination- 60%- 60 Marks Semester
End Theory Examination: 60 marks**

Duration - These examinations shall be of **2 hours** duration.

ESE EXTERNAL EXAM PAPER PATTERN (60 MARKS)

Q. No.	UNIT	MARKS	OPTIONS	TOTAL MARKS
1	1	6 X 2	2 OUT OF 3	12
2	2	6 X 2	2 OUT OF 3	12
3	3	6 X 2	2 OUT OF 3	12
4	4	6 X 2	2 OUT OF 3	12
5	ALL UNITS	6 X 2	2 OUT OF 4	12
TOTAL				60

EVALUATION RUBRICS:

Q. NO.	KNOWLEDGE	UNDERSTANDING	CRITICAL THINKING AND ANALYSIS	MARKS
1	6 X 2			12
2		6 X 2		12
3		6 X 2		12
4		6 X 2		12
5			6 X 2	12

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.
BUSINESS ECONOMICS SEM VI**

Program: B.COM.

Program Code: BH.UBCOM

Course Code: (BH.UBCOMTSVI.4)

Choice Based Credit System (CBCS)


With effect from academic year 2023-24

PROGRAM OUTCOMES

PO	PO Description
PO 1	<p>A student completing Bachelor’s Degree in Economics program will be able to :</p> <p>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</p>
PO 2	<p>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.</p>
PO 3	<p>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.</p>
PO 4	<p>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 etc</p>

PO 5	<p>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.</p>
PO 6	<p>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.</p>

PROGRAM SPECIFIC OUTCOMES

PSO	Description
	<p>A Student completing Bachelor’s Degree in B.Com in the subject of Economics will be able to:</p> <div style="text-align: right; margin-right: 50px;">  </div> <hr style="width: 10%; margin: 0 auto;"/>
PSO 1	<p>Students would understand the impact of the New Economic Policy and the different policy measures for Sustainable Development and Foreign Investment.</p>
PSO 2	<p>Students would understand the role of agriculture and the problems associated with the sector.</p>

PSO 3	Students would be aware of the recent trends, role and growth of the Secondary and Tertiary sector.
PSO 4	Students would learn about the Structure, Growth and Reforms in Financial Markets.
PSO 5	Students get knowledge about the EU, Brexit and ASAEN.
PSO 6	Students understand the structure of balance of payment.

PROGRAM OUTLINE

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 Financial Accounting and Auditing - Introduction to Management Accounting-IV	Commerce IV Business Economics IV	Travel & Tourism Management Paper I	Business law - II	Foundation Course - IV	20
V	Financial Accounting and Auditing VII	Computer system & Applications OR Export Marketing Paper I	Commerce V	A)Direct & Indirect Taxation Paper I OR B)Entrepreneurship & M.S.S.I. Paper I OR C)Rural marketing	Business Economics V	20

				OR D)Operational research		
	Financial Accounting and Auditing VIII - Cost Accounting					
VI	Financial Accounting and Auditing VII	Computer system & Applicatio ns OR Export Marketing Paper I	Commerce V	A)Direct & Indirect Taxation Paper I OR B)Entrepreneur ship & M.S.S.I. Paper I OR C)Rural marketing OR D)Operational research	Business Economics	20
	Financial Accounting and Auditing VIII - Cost Accounting					
TOTAL CREDI TS						120

DETAILED SYLLABUS – BUSINESS ECONOMICS-VI

SEMESTER-VI

PREAMBLE

The course aims at providing the students the knowledge of Sustainable development goals and policy measures. Business Economics provides information from a firm's point of view. Since firms considered here are rational, it becomes necessary to study the supply side of economics to attain the motive of profit maximization. This course provides basic knowledge of economics, needed for developing entrepreneurial skills.

Programme: B.COM.				Semester: VI	
Course: T.Y.B.COM. Business Economics-VI				CourseCode: BH.UBCOMTSVI.4	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial(P eriods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
12	-	-	03	(Marks - 40)	(Marks: 60)
Pre-requisites:					
Course Objectives: 1. To enable students to analyze the functioning of the Indian Economy with respect to Social infrastructure, Sustainable Development and Foreign Investment. 2. To help students to study the National Agricultural Policy and other features of the agricultural sector 3. To make the students aware about the various reforms in Industrial and Service sector. 4. To orient the students with recent trends, issues and challenges in Banking sector and Financial markets.					
Course Outcomes: 1. Students would understand the impact of the New Economic Policy and the different policy measures for Sustainable Development and Foreign Investment. 2. Students would understand the role of agriculture and the problems associated with the sector. 3. Students would be aware of the recent trends, role and growth of the Secondary and Tertiary sector. 4. Students would learn about the Structure, Growth and Reforms in Financial Markets.					

INDEX

Unit	Description	Periods
1	Introduction to International Trade	10 Lectures
2	Commercial Policy	10 Lectures
3	Balance of payments and International Economic Organization	15 Lectures
4	Foreign Exchange market	10 Lectures
	Total	45 Lectures

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1	Introduction to International Trade: Theories of International Trade - Ricardo's Theory of Comparative Costs and the Heckscher- Ohlin Theory. Terms of Trade - Types and Limitations. Gains from International trade - Offer Curves and Reciprocal Demand.	10
2	Commercial Policy: Commercial Trade Policy –Free Trade and Protection – Pros and Cons. Tariff And Non Tariff Barriers: Meaning, Types and Effects. International Economic Integration – Types and Objectives:-EU and Brexit, ASAEN	10
3	Balance of payments and International Economic Organization: Balance of Payment: Meaning, Structure, Types of Disequilibrium. Causes and measures to correct the disequilibrium in Balance of Payments. WTO- Recent Developments in TRIPS, TRIMS and GATS.	15
4	Foreign Exchange market: Foreign Exchange Market: Meaning, Functions, Determination of Equilibrium Rate of Exchange. Purchasing Power Parity Theory, Spot and Forward Exchange Rates, Arbitrage. Role of Central Bank in foreign exchange rate management Managed flexible exchange rate system of India.	10

Text books:

1. Johnson, P.A., Mascarenhas, A.D., and Chatterjee, S. (2019): Business Economics-VI, Manan Prakashan, Mumbai
2. Kalkoti, G.K., Rajalakshmy, G. (2019): Business Economics-VI, Sheth Publication, Mumbai

Reference Books:

1. Apple yard Dennis and Alfred j Field, Jr, International Economics, 2001, 4th Edition, Tata McGraw-Hill Education Private Limited.
2. Cherunilam Francis, International Economics, 2009, 5th Edition, Tata McGraw-Hill Education Private Limited, New Delhi.
3. Salvatore, Dominick, International Economics, 2008, 8th Edition, Wiley India.
4. Sodersten, Bo and Geoffery Reed, International Economics, 2006, 3rd Edition.

Details of Conduct of Practical Examination (Evaluation Scheme): N.A.**Modality of Assessment****Theory Examination Pattern:****A) Internal Assessment- 40%- 40 Marks**

Sr No	Evaluation type	Marks
1	Internal Class Test with Objective type questions and Short Notes	20
2	One Assignment with Viva-Voce	20
	TOTAL	40

SEMESTER	DESCRIPTION OF CIA 2
1	Assignments
2	Assignments
3	PPT preparation and presentation
4	PPT preparation and presentation
5	Budget analysis/Survey report/Industry visit report
6	Budget analysis/Survey report/Industry visit report

**C) External Examination- 60%- 60 Marks Semester
End Theory Examination: 60 marks**

Duration - These examinations shall be of **2 hours** duration.

ESE EXTERNAL EXAM PAPER PATTERN (60 MARKS)

Q. No.	UNIT	MARKS	OPTIONS	TOTAL MARKS
1	1	6 X 2	2 OUT OF 3	12
2	2	6 X 2	2 OUT OF 3	12
3	3	6 X 2	2 OUT OF 3	12
4	4	6 X 2	2 OUT OF 3	12
5	ALL UNITS	6 X 2	2 OUT OF 4	12
TOTAL				60

EVALUATION RUBRICS:

Q. NO.	KNOWLEDGE	UNDERSTANDING	CRITICAL THINKING AND ANALYSIS	MARKS
1	6 X 2			12
2		6 X 2		12
3		6 X 2		12
4		6 X 2		12
5			6 X 2	12

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.

RURAL MARKETING-I SEM V

Program: B.COM.

Program Code: BH.UBCOM

Course Code: (BH.UBCOMTSV.7)

Choice Based Credit System (CBCS)


With effect from academic year 2023-24

PROGRAM OUTCOMES

PO	PO Description
PO 1	<p>A student completing Bachelor’s Degree in Economics program will be able to :</p> <p>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</p>
PO 2	<p>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.</p>
PO 3	<p>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.</p>
PO 4	<p>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 etc</p>

PO 5	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.
PO 6	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	Description
	<p>A Student completing Bachelor’s Degree in B.Com in the subject of Rural Marketing will be able to:</p> <div style="text-align: right; margin-right: 50px;">  </div> <p style="text-align: center;">_____</p>
PSO 1	Students would understand the basic concepts of Rural marketing.
PSO 2	Students would understand the role rural consumer and urban consumer in Rural marketing.
PSO 3	

	Students would learn about FMCG sector in India.
PSO 4	Students would learn about the challenges in Rural marketing.
PSO 5	Students get knowledge about Logistic management, channels for rural markets etc.
PSO 6	Students understand the New approaches and strategies to reach out rural markets.

PROGRAM OUTLINE

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 Financial Accounting and Auditing - Introduction to Management Accounting-IV	Commerce IV Business Economics IV	Travel & Tourism Management Paper I	Business law - II	Foundation Course - IV	20
V	Financial Accounting and Auditing VII	Computer system & Applications OR Export Marketing Paper I	Commerce V	A)Direct & Indirect Taxation Paper I OR B)Entrepreneurship & M.S.S.I. Paper I OR C)Rural marketing	Business Economics V	20

				OR D)Operational research		
	Financial Accounting and Auditing VIII - Cost Accounting					
VI	Financial Accounting and Auditing VII	Computer system & Applicatio ns OR Export Marketing Paper I	Commerce V	A)Direct & Indirect Taxation Paper I OR B)Entrepreneur ship & M.S.S.I. Paper I OR C)Rural marketing OR D)Operational research	Business Economics	20
	Financial Accounting and Auditing VIII - Cost Accounting					
TOTAL CREDI TS						120

DETAILED SYLLABUS – RURAL MARKETING-I

SEMESTER-V

PREAMBLE

The course aims at providing the students the knowledge of rural marketing and marketing strategies. Rural marketing provides information about agricultural products, rural consumer behavior and channels for rural marketing. The course aims to familiarize the students with the basic concepts of Rural Marketing, the nature of the Rural Consumer, and marketing of agricultural inputs and produce.

Programme: B.COM.				Semester: V	
Course: T.Y.B.COM. Rural Marketing - I				CourseCode: BH.UBCOMTSV.7	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial(P eriods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
03	-	-	03	(Marks - 40)	(Marks: 60)
Pre-requisites:					
Course Objectives: <ol style="list-style-type: none">1. To discuss the various aspects of rural marketing.2. To differentiate between rural marketing and urban marketing.3. To study the factors influencing consumer behavior and brand loyalty.4. To analyze rural markets through marketing mix.5. To evaluate pricing and distribution strategies for rural consumers.					
Course Outcomes: <ol style="list-style-type: none">1. Students discuss rural market challenges and opportunities in a dynamic market.2. Students explain and interpret rural marketing evolution and structure.3. Students apply the concepts relating to consumer buying behavior.4. Students differentiate between rural and urban market.5. Students assess and interpret the relevance of pricing and distribution strategies.					
INDEX					
Unit	Description				Periods
1	Rural Marketing				11 Lectures

2	Rural Consumer Behavior	12 Lectures
3	Marketing Mix – Product and Price in Rural Marketing	11 Lectures
4	Marketing Mix– Promotion and Distribution in Rural Marketing	11 Lectures
	Total	45 Lectures

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1	Rural Marketing: Rural Marketing-Concept, Nature, Scope, Significance of Rural Marketing. Factors contributing to Growth of rural markets, e-rural marketing, growing importance of rural marketing, challenges in rural marketing. Components and classification of Rural markets, Rural Marketing Information System	11
2	Rural Consumer Behavior: Rural Consumer behavior-features, Rural Market VS Urban Market, Lifestyle of rural consumer, Classification of rural consumers, factors influencing consumer behavior. Rural Marketing Research-Significance, Tools of marketing research for rural marketing. FMCG sector in Rural India-concept and classification of consumer goods.	12
3	Marketing Mix – Product and Price in Rural Marketing: Potential and size of the Rural Markets, Marketing mix for rural marketing. Product Strategy - Product mix Decisions - Competitive product strategies for rural markets, importance of Branding, Packaging and Labeling in rural marketing. Pricing strategy – pricing objectives, pricing policies, innovative pricing methods for rural markets	11
4	Marketing Mix– Promotion and Distribution in Rural Marketing: Promotion strategy - appropriate media - Designing right promotion mix – promotional campaigns. Distribution - Logistics Management - Problems encountered, Channels for rural markets, selection of appropriate channels- Factors. New approaches and strategies to reach out rural markets.	11

Text books: N.A.

Reference Books:

1. Badi R.V. Badi N.V. Rural Marketing Himalaya Publishing House – 2010
2. Acharya S.S. Agarwal N.L. Agriculture Marketing in India Oxford & IBH Publishing Company Pvt. Ltd. 113-B, ShahpurJat, Asian village side Now Delhi India 110 049 India Fax – 011 41517559 – 2004
3. Understanding Rural Buyer Behaviour, Jham, IIM – B Management Review Vol. 15 No. 3 2003
4. Kashyp Pradeep, Rant Siddhartha The Rural Marketing, Biztantra, Mumbai. 2005

5. Rural Marketing Gopaldaswamy Vikas Publishing House New Delhi.

Details of Conduct of Practical Examination (Evaluation Scheme): N.A.

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Internal Class Test with Objective type questions and Short Notes	20
2	One Assignment with Viva-Voce	20
	TOTAL	40

SEMESTER	DESCRIPTION OF CIA 2
1	Assignments
2	Assignments
3	PPT preparation and presentation
4	PPT preparation and presentation
5	Budget analysis/Survey report/Industry visit report
6	Budget analysis/Survey report/Industry visit report

**D) External Examination- 60%- 60 Marks Semester
End Theory Examination: 60 marks**

Duration - These examinations shall be of **2 hours** duration.

ESE EXTERNAL EXAM PAPER PATTERN (60 MARKS)

Q. No.	UNIT	MARKS	OPTIONS	TOTAL MARKS
1	1	6 X 2	2 OUT OF 3	12
2	2	6 X 2	2 OUT OF 3	12
3	3	6 X 2	2 OUT OF 3	12
4	4	6 X 2	2 OUT OF 3	12
5	ALL UNITS	6 X 2	2 OUT OF 4	12
TOTAL				60

EVALUATION RUBRICS:

Q. NO.	KNOWLEDGE	UNDERSTANDING	CRITICAL THINKING AND ANALYSIS	MARKS
1	6 X 2			12
2		6 X 2		12
3		6 X 2		12
4		6 X 2		12
5			6 X 2	12

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.

RURAL MARKETING-II SEM VI

Program: B.COM.

Program Code: BH.UBCOM

Course Code: (BH.UBCOMTSVI.7)

Choice Based Credit System (CBCS)


With effect from academic year 2023-24

PROGRAM OUTCOMES

PO	PO Description
PO 1	<p>A student completing Bachelor’s Degree in Economics program will be able to :</p> <p>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</p>
PO 2	<p>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.</p>
PO 3	<p>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.</p>
PO 4	<p>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 etc</p>

PO 5	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.
PO 6	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	Description
	<p>A Student completing Bachelor’s Degree in B.Com in the subject of Rural Marketing will be able to:</p> <div style="text-align: right; margin-right: 50px;">  </div> <p style="text-align: center;">_____</p>
PSO 1	Students would understand the basic concepts of Rural marketing.
PSO 2	Students would understand the role rural consumer and urban consumer in Rural marketing.
PSO 3	

	Students would learn about Contract marketing, farmer-processor linkage.
PSO 4	Students would learn about the risk in agricultural marketing.
PSO 5	Students get knowledge about APMC Act, AGMARK and PDS system.
PSO 6	Students understand the problems in rural marketing.

PROGRAM OUTLINE

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 Financial Accounting and Auditing - Introduction to Management Accounting-IV	Commerce IV Business Economics IV	Travel & Tourism Management Paper I	Business law - II	Foundation Course - IV	20
V	Financial Accounting and Auditing VII	Computer system & Applications OR Export Marketing Paper I	Commerce V	A)Direct & Indirect Taxation Paper I OR B)Entrepreneurship & M.S.S.I. Paper I OR C)Rural marketing	Business Economics V	20

				OR D)Operational research		
	Financial Accounting and Auditing VIII - Cost Accounting					
VI	Financial Accounting and Auditing VII	Computer system & Applicatio ns OR Export Marketing Paper I	Commerce V	A)Direct & Indirect Taxation Paper I OR B)Entrepreneur ship & M.S.S.I. Paper I OR C)Rural marketing OR D)Operational research	Business Economics	20
	Financial Accounting and Auditing VIII - Cost Accounting					
TOTAL CREDI TS						120

DETAILED SYLLABUS – RURAL MARKETING-II

SEMESTER-VI

PREAMBLE

The course aims at providing the students the knowledge of rural marketing and marketing strategies. Rural marketing provides information about agricultural products, rural consumer behavior and channels for rural marketing. The course aims to familiarize the students with the basic concepts of Rural Marketing, the nature of the Rural Consumer, and marketing of agricultural inputs and produce.

Programme: B.COM.				Semester: VI	
Course: T.Y.B.COM. Rural Marketing - II				CourseCode: BH.UBCOMTSVI.7	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial(P eriods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
03	-	-	03	(Marks - 40)	(Marks: 60)
Pre-requisites:					
Course Objectives: <ol style="list-style-type: none">1. To discuss the concept, nature and scope of agricultural marketing.2. To understand nature and types of agricultural risk.3. To study the Marketing channels for agricultural produce4. To study Consumer Protection Act 1986- Rights of Consumers.5. To analyze Problems in rural marketing.6. To study Challenges and recent trends in rural marketing.					
Course Outcomes: <ol style="list-style-type: none">6. Students discuss rural market challenges and opportunities in a dynamic market.7. Students explain nature and types of agricultural risk.8. Students understand various channels of agricultural marketing.9. Students discuss about Consumer Protection Act 198610. Students analyze Challenges and recent trends in rural marketing.					
INDEX					
Unit	Description				Periods
1	Agricultural Marketing				11 Lectures

2	Rural Marketing and Market Regulation	12 Lectures
3	Institutional Support to Rural Marketing	11 Lectures
4	Problems in Rural Marketing	11 Lectures
	Total	45 Lectures

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1	Agricultural Marketing: Agricultural Marketing- Concept, Nature and Types, Agriculture produce concept and types of Agricultural Markets. Marketing agencies, Risks involved in marketing, Types of risks, Measures to minimize risks. Contract Marketing (Farmer – Processor linkage), Marketing channels for agricultural produce	11
2	Rural Marketing and Market Regulation: Regulated Market- APMC Act 1963, Standardization and Grading, Inspection of quality, AGMARK. The National Council for State Marketing Boards (NCOSAMB) State Trading corporation (STC), Public Distribution System(PDS) – Need and importance. Fruit Products order (FPO) 1955 - objectives, Consumer Protection Act 1986- Rights of Consumers.	12
3	Institutional Support to Rural Marketing: Commission on Agriculture Costs and Prices (CACP)- Role, Functions and Importance. National Agriculture Co-operative Marketing Federation (NAFED)-Role, Functions and Importance. Agriculture and Processed Food Exports Development Authority (APEDA)-Role, Functions and Importance	11
4	Problems in Rural Marketing: Problems in rural marketing---Strategies for rural marketing--- Integration, Efficiency, Cost and Price Spread . Need for marketing finance, Source of marketing finance, Non Institutional--- Institutions--Commercial Banks---PACS, Farmers Service Societies (FSS), RRBs and NABARD. Challenges and recent trends in rural marketing.	11

Text books: N.A.

Reference Books:

1. Badi R.V. Badi N.V. Rural Marketing
2. Mishra and Puri Development Issues of Indian Economy Himalaya Publishing House.
3. Dantwala M.L Indian Agriculture since Independence Oxford & IBH Publishing Co.Pvt.Ltd. New Delhi – 110 001 1990.
4. Habeeb U.R., Rahman K.S. Rural Marketing in Indai HPH- Mumbai 400 004 --- 2003.

Details of Conduct of Practical Examination (Evaluation Scheme): N.A.

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Internal Class Test with Objective type questions and Short Notes	20
2	One Assignment with Viva-Voce	20
	TOTAL	40

SEMESTER	DESCRIPTION OF CIA 2
1	Assignments
2	Assignments
3	PPT preparation and presentation
4	PPT preparation and presentation
5	Budget analysis/Survey report/Industry visit report
6	Budget analysis/Survey report/Industry visit report

E) External Examination- 60%- 60 Marks
Semester End Theory Examination: 60 marks

Duration - These examinations shall be of **2 hours** duration.

ESE EXTERNAL EXAM PAPER PATTERN (60 MARKS)

Q. No.	UNIT	MARKS	OPTIONS	TOTAL MARKS
1	1	6 X 2	2 OUT OF 3	12
2	2	6 X 2	2 OUT OF 3	12
3	3	6 X 2	2 OUT OF 3	12
4	4	6 X 2	2 OUT OF 3	12
5	ALL UNITS	6 X 2	2 OUT OF 4	12
TOTAL				60

EVALUATION RUBRICS:

Q. NO.	KNOWLEDGE	UNDERSTANDING	CRITICAL THINKING AND ANALYSIS	MARKS
1	6 X 2			12
2		6 X 2		12
3		6 X 2		12
4		6 X 2		12
5			6 X 2	12