

**TEACHERS LESSON PLAN**

BACHELORS OF COMMERCE (B.COM)

**SANDESHA SHETTY**

<b>F.Y. B.COM. SEM I – ACCOUNTING AND FINANCIAL MANAGEMENT</b>	
<b><u>COURSE OUTCOMES:</u></b>	
1. Learners will be able to explain the Accounting Standards 2. Learners will be able to compare FIFO System with Weighted Average Inventory System 3. Learners will be able to identify manufacturing account transactions and trading account transactions. 4. Learners will be able to solve Hire Purchase System 5. Learners will be able to classify departmental transactions.	
<b>LESSON PLAN</b>	
<b>MONTH</b>	<b>UNITS/MODULE COVERAGE</b>
SEPTEMBER & OCTOBER	<b>Module 1: Accounting standards issued by ICAI and Inventory valuation</b>
	Accounting standards: Concepts, benefits, procedures for issue of accounting standards Various AS : AS – 1: Disclosure of Accounting Policies AS – 2: Valuation of Inventories (Stock) AS – 9: Revenue Recognition
NOVEMBER	<b>Module 2: Final Accounts</b>
	Expenditure: Capital, Revenue Receipts: Capital, Revenue, Adjustment and Closing Entries, Final accounts of Manufacturing concerns (Proprietary Firm)
DECEMBER	<b>Module 3: Departmental Accounts</b>



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R	Meaning Basis of Allocation of Expenses and Incomes/Receipts Inter Departmental Transfer : at Cost Price and Invoice Price Stock Reserve Departmental Trading and Profit & Loss Account and Balance Sheet
DECEMBER & JANUARY	<b>Module 4: Accounting for Hire Purchase</b> Meaning Calculation of interest Accounting for hire purchase transactions by asset purchase method based on full cash price, Journal entries, ledger accounts and disclosure in balance sheet for hirer and vendor(excluding default, repossession and calculation of cash price)
<b>TY B.Com : SEMESTER V Cost Accounting</b>	
<b><u>COURSE OUTCOMES:</u></b>	
1. Learners will be able to relate the basic concepts and processes used to determine product costs 2. Learners will be able to classify the cost 3. Learners will be able to compare the cost accounting with financial accounting 4. Learners will be able to reconcile cost sheet with financial statement.	
	<b>LESSON PLAN</b>
<b>MONTH</b>	<b>UNITS/MODULE COVERAGE</b>
<b>JUNE &amp; JULY</b>	Unit I: Introduction to Cost Accounting :Objectives and scope of cost accounting Cost centres and cost units Cost classification for stock valuation , profit measurement , decision making and control , Coding systems, Element of cost, cost behavior pattern Unit V: Classification of costs and cost sheets: Cost of sales, profit centre and investment centre Cost sheet, total costs and unit costs, different costs for different purpose Simple practical problems on preparation of cost sheet
<b>AUGUST</b>	Unit V: Classification of costs and cost sheets: Simple practical problems on preparation of cost sheet Unit II: Material cost: Procurement procedures, Inventory control, Inventory Accounting Problems on EOQ, Raw Material Turnover Ratio, Stock Ledger on FIFO,



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	Weighted Average Cost
<b>SEPTEMBER</b>	Unit III: Labour Cost: Attendance and Payroll Procedures, Labour Turnover Utilisation of Labour , Direct and Indirect Labour, Charging of Labour cost , Identifying Labour Hours with work orders ,Efficiency Rating Procedures, Remuneration Systems and Incentive Schemes, Problems on- Preparation of labour cost statements ,Remuneration and incentives systems based on Piece work plan , Halsey Premium Plan , Rowan System , Gantt’s Task, Labour Cost problems solution UNIT IV: Overheads: Functional Analysis, Behavioural Analysis Problems on – Departmentalization and and apportionment of primary overheads, overhead rates including machine overhead rates Direct Labour method and Prime Cost Method
<b>OCTOBER &amp; NOVEMBER</b>	Unit VI: Reconciliation of cost and financial accounts

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<b>F.Y. B.COM. SEM II – ACCOUNTING AND FINANCIAL MANAGEMENT</b>	
<b>COURSE OUTCOMES:</b> 1. Learners will be able to explain single entry system of book keeping 2. Learners will be able to compare dependent branch accounting with independent branch accounting. 3. Learners will be able to identify consignment transactions 4. Learners will be able to calculate fire insurance claim	
	<b>LESSON PLAN</b>
<b>MONTH</b>	<b>UNITS/MODULE COVERAGE</b>
January & February	<b><u>Accounting from Incomplete Records:</u></b> Introduction

**CRITERION I - CURRICULAR ASPECTS**



  
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	Problems on preparation of final accounts of Proprietary Trading Concern (conversion method)
February & March	<b><u>Consignment Accounts :</u></b> Accounting for consignment transactions Valuation of stock Invoicing of goods at higher price(excluding overriding commission, normal/abnormal losses)
March & April	<b><u>Branch Accounts :</u></b> Meaning/ Classification of Branch Accounting for Dependent Branch not maintaining full books: debtors method, Stock and debtors method
April & May	<b><u>Fire Insurance Claim :</u></b> Computation of Loss of Stock by Fire Ascertainment of Claim as per the Insurance Policy Exclude: Loss of Profit and Consequential Loss
<b>TY B.Com : SEMESTER VI Cost Accounting</b>	
<b>COURSE OUTCOMES:</b> • Learners will be able to compare the Integrated System with Non-Integrated System. • Learners will be able to analyze and evaluate the information of cost ascertainment, planning, control and decision making. • Learners will be able to solve problems related to contract costing and process costing. • Learners will be able to explain the concepts of standard costing and marginal costing.	
<b>LESSON PLAN</b>	
<b>MONTH</b>	<b>UNITS/MODULE COVERAGE</b>
January	<b><u>Module-04:Introduction to Marginal Costing</u></b> Marginal costing meaning, applications, advantages, limitations Contribution, Breakeven analysis, Margin of safety and profit volume graph. Note-Simple Practical problems based on Marginal Costing excluding decision making
February	<b><u>Module-05:Introduction to Standard Costing</u></b> Various types of standards, Setting of standards, Basic concepts of Material and Labour variance analysis. Note-Simple Practical problems based on Material and labour variances excluding sub-variances



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February & March	<b><u>Module-02:Contract Costing</u></b> Progress payments, Retention money, Contract accounts, Accounting for material, Accounting for Tax deducted at source by the contractee, Accounting for plant used in a contract, treatment of profit on incomplete contracts, Contract profit and Balance sheet entries. Excluding Escalation clause Note- Simple practical problems
March	<b><u>Module-03:Process Costing</u></b> Process loss, Abnormal Gains and Losses, Joint products and by-products. Excluding Equivalent units, Inter-process profit Note- Simple Practical problems Process Costing and joint and by-products
April	<b><u>Module-01:Cost Control Accounts</u></b> Advantages and Disadvantages Cost Control Accounts, Principal Accounts, Subsidiary Accounts to be maintained Note- Simple practical problems on preparation of cost control accounts
April	<b><u>Module-06:Some Emerging concepts of Cost accounting</u></b> Target Costing Life cycle Costing Benchmarking ABC Costing Note- No practical problems


**I HEARBY DECLARE THAT I HAVE COMPLETED THE SYLLABUS OF THE COURSES ALLOCATED TO ME FOR EVEN SEMESTER 2021:  
1) TY B.COM -Cost Accounting 2) FYB.COM - Financial Accounting**

JOHN MENEZES

<p><b>S.Y.B.COM. - SEM. III COMMERCE - III (MANAGEMENT: FUNCTIONS AND CHALLENGES)</b></p>
<p><b>COURSE OUTCOMES:</b></p> <p><b>1. To understand the terms, concepts, evolution and approaches to Management</b></p> <p><b>2. To learn about planning, decision making, organizing, delegation, leadership, motivation and affective communication</b></p>

CRITERION I - CURRICULAR ASPECTS



  
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**3. To learn control systems and techniques of controlling in management**

<b>MONTH</b>	<b>Topics to be covered</b>
JULY 2020	<p><b>Module I. Introduction to Management:</b></p> <ul style="list-style-type: none"> <li>• Management - Concept, Nature, Functions, Managerial Skills &amp; Competencies</li> <li>• Evolution of Management Thoughts -</li> </ul> <p>Classical Approach: Scientific Management – F.W.Taylor’s Contribution            Classical Organization Theory: Henri Fayol’s Principles            Neo Classical: Human Relations Approach – Elton Mayo’s Hawthorne experiments</p>
AUGUST 2020	<ul style="list-style-type: none"> <li>• Modern Management Approach–Peter Drucker’s Dimensions of Management, Indian Management Thoughts: Origin &amp; Significance of Indian Ethos to Management.</li> </ul> <p><b>Module II. Planning and Decision making:</b></p> <ul style="list-style-type: none"> <li>• Planning - Steps, Importance, Components, Coordination – Importance</li> <li>• M.B.O -Process, Advantages, Management By Exception- Advantages; Management Information System- Concept, Components</li> </ul>
SEPTEMBER 2020	<ul style="list-style-type: none"> <li>• Decision Making - Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making</li> </ul> <p><b>Module III. Organizing:</b></p> <ul style="list-style-type: none"> <li>• Departmentation-Meaning -Bases, Span of Management- Factors Influencing Span of Management, Tall and Flat Organization.</li> <li>• Delegation of Authority- Process, Barriers to Delegation, Principles of Effective Delegation. Decentralization: Factors Influencing Decentralization, Centralization v/s Decentralization.</li> </ul>
OCTOBER 2020	<ul style="list-style-type: none"> <li>• Organizing-Steps, Organization Structures – Features of Line &amp; Staff Organization, Matrix Organization , Virtual Organization, Formal v/s Informal Organization.</li> </ul> <p>Module IV.Directing and Controlling:</p> <ul style="list-style-type: none"> <li>• Motivation - Concept, Importance, Influencing factors.</li> </ul> <p>Importance of Communication, Barriers to Effective Communication</p>
NOVEMBER 2020	<ul style="list-style-type: none"> <li>• Leadership- Concept, Functions, Styles, Qualities of a good leader.</li> <li>• Controlling - Concept, Steps, Essentials of good control system, Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit.</li> </ul>

**T.Y.B.COM. (A & F) - SEM. VI  
INDIRECT TAXES - GOODS AND SERVICE TAX ACT**



**‘BUNTS SANGHA’S  
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**COURSE OUTCOMES:**

1. To know the definition, important terms, history and the regulatory framework of GST in India
2. To gain working knowledge on GST and application of the same in the organizations
3. To be able to understand the registration process and the documentation involved in GST

<b>MONTH</b>	<b>Topics to be covered</b>
JULY 2020	<p><b>UNIT 1: Introduction to Indirect Taxation and GST</b>                      Basics for Taxation - Direct Taxes and Indirect Taxes – Features of Indirect taxes, Difference, Advantages and Disadvantages, Sources and Authority of Taxes in India (Art 246 of the Indian Constitution)                      Introduction to GST – Genesis of GST in India, Power to tax GST (Constitutional Provisions), Extent and Commencement, Meaning and Definition of GST, Benefits of GST, Conceptual Framework – CGST, IGST,SGST,UTGST, Imports of goods or services or both, Export of goods or services or both, Taxes subsumed and not subsumed under GST.                      GST Council and GST Network                      Definitions under CGST Act</p>
AUGUST 2020	<p><b>UNIT 6: Registration</b>                      Registration – Persons liable for Registration, Persons not liable for Registration, Procedure for Registration, Deemed Registration,, Amendment, Cancellation and Revocation of Registration  <b>UNIT 3: Concept of Supply</b>                      Taxable Event Supply                      Value of Supply</p>
SEPTEMBER 2020	<p>Place of Supply  <b>UNIT 2: Levy and Collection of GST</b>                      Charge of GST, Levy and Collection GST, Power to Grant Exemption, Negative list of GST,</p>
OCTOBER 2020	<p>GST Rate Schedule for Goods and Services                      Composite and Mixed Supplies under GST  <b>UNIT 3: Concept of Supply</b>                      Time of Supply</p>
NOVEMBER 2020	<p><b>UNIT 5: Input Tax Credit and Computation of GST</b>                      Eligibility and conditions for taking Input Tax Credit Apportionment of credit &amp; Blocked credits Credit in special circumstances, Computation of GST under Inter State supplies and Intra State Supplies  <b>UNIT 4: Documentation</b>                      Tax Invoices, Credit and Debit notes</p>



<b>T.Y.B.COM. - SEM. V DIRECT AND INDIRECT TAXES PAPER – I - DIRECT TAX</b>	
<b><u>COURSE OUTCOMES:</u></b>	
1. To know the definition of important terms, residential status, taxable and exempted income 2. To understand – deductions from total income and overall computation of taxable income 3. To be able to ascertain the residential status of an individual and compute the taxable income of an individual	
<b>MONTH</b>	<b>Topics to be covered</b>
JULY 2020	<b>1.1 Basic Terms :</b> Assessee, Assessment, Annual value, Business, Capital Assets, Income, Person, Previous Year, Transfer.  <b>1.2 Residential Status (S: 6) for Individual Assessee.</b>
AUGUST 2020	<b>1.2 Scope of Total Income (S: 5)</b> <b>1.3 Heads of Income</b> - Salary
SEPTEMBER 2020	<b>1.3 Heads of Income</b> - Salary - Income from Other Sources
OCTOBER 2020	<b>1.3 Heads of Income</b> - Income from Other Sources - Income from House Properties - Capital Gains restricted to computation of Capital gain on transfer of residential house property only
NOVEMBER 2020	- Capital Gains restricted to computation of Capital gain on transfer of residential house property only - Profit and Gain From Business  Exclusions From Total Income (S: 10) Exclusion related to specified heads to be covered with relevant head.eg. Salary, Business Income, Capital Gain, Income from Other Sources  <b>1.4 Deduction from Total Income</b> - S 80 A, S 80C, 80CCC, 80D, 80DD, 80E, 80 U, 80 TTA <b>1.5 Computation of Total Income for Individual</b>
<b>T.Y.B.M.S. (SEM. V) CUSTOMER RELATIONSHIP MANAGEMENT</b>	





**COURSE OUTCOMES:**

1. To develop an understanding of the terms, concepts and strategies of CRM
2. To create insight and new learning in the area of customer relationship management
3. To be able to critically review and interpret the theoretical aspects of CRM across the main areas of sales, services and marketing

MONTH	Topics to be covered
JULY 2020	<p><b><u>Module I. Introduction to Customer Relationship Management:</u></b></p> <ul style="list-style-type: none"> <li>• Concept, Evolution of Customer Relationships: Customers as strangers, acquaintances, friends and partners</li> <li>• Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM</li> <li>• Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing, Relationship Challenges</li> </ul>
AUGUST 2020	<p>Service Level Agreements</p> <p><b><u>Module II. CRM Marketing Initiatives, Customer Service and Data Management:</u></b></p> <ul style="list-style-type: none"> <li>• CRM Marketing Initiatives: Cross-Selling and Up-Selling, Customer Retention, Behaviour Prediction, Customer Profitability and Value Modeling, Channel Optimization, Personalization and Event-Based Marketing</li> <li>• CRM and Customer Service: Call Center and Customer Care: Call Routing, Contact Center Sales-Support, Web Based Self Service, Customer Satisfaction Measurement, Call-Scripting, Cyber Agents and Workforce Management</li> <li>• CRM and Data Management: Types of Data: Reference Data, Transactional Data, Warehouse Data and Business View Data, Identifying Data Quality Issues, Planning and Getting Information Quality, Using Tools to Manage Data, Types of Data Analysis: Online Analytical Processing (OLAP), Clickstream Analysis, Personalisation and Collaborative Filtering, Data Reporting</li> </ul>
SEPTEMBER 2020	<p><b><u>Module III. CRM Strategy, Planning, Implementation and Evaluation:</u></b></p> <ul style="list-style-type: none"> <li>• Understanding Customers: Customer Value, Customer Care, Company Profit Chain: Satisfaction, Loyalty, Retention and Profits</li> <li>• Objectives of CRM Strategy, The CRM Strategy Cycle: Acquisition, Retention and Win Back, Complexities of CRM Strategy</li> <li>• Planning and Implementation of CRM: Business to Business CRM, Sales and CRM, Sales Force Automation, Sales Process/ Activity Management, Sales Territory Management, Contact Management, Lead Management, Configuration Support, Knowledge Management</li> </ul>



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OCTOBER 2020	CRM Implementation: Steps- Business Planning, Architecture and Design, Technology Selection, Development, Delivery and Measurement • CRM Evaluation: Basic Measures: Service Quality, Customer Satisfaction and Loyalty, Company 3E Measures: Efficiency, Effectiveness and Employee Change  <b><u>Module IV. CRM New Horizons :</u></b> • e-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM: • Software App for Customer Service:
NOVEMBER 2020	Activity Management, Agent Management, Case Assignment, Contract Management, Customer Self Service, Email Response Management, Escalation, Inbound Communication Management, Invoicing, Outbound Communication Management, Queuing and Routing, Scheduling • Social Networking and CRM, • Mobile-CRM, • CRM Trends, Challenges and Opportunities, • Ethical Issues in CRM

**F.Y.B.B.I. - ORGANIZATIONAL BEHAVIOUR  
SEM. II**

**COURSE OUTCOMES:**

- 1. To understand the terms, concepts, theories/techniques and its applications to organizational behavior and organizational development**
- 2. To learn about group dynamics, goal formulation and requisite organizational skill-sets**
- 3. To study organizational culture and develop strategies to manage/overcome change and stress**

<b>MONTH</b>	<b>Topics to be covered</b>
JANUARY 2021	Module I Introduction of organizational Behavior Meaning, Nature and scope of OB, Models of OB Theories of Motivation : Maslow, Herzberg, Mc.Gregor Theory X and Theory Y, William Ouchi's Theory Z,
FEBRUARY 2021	Victor Vroom . ERG theory Application of the Theories Motivational techniques in Banking and Insurance Industry Module II. Group Dynamics Individual Behavior ( IQ, EQ, SQ) Group Formation, Team Building, Team Development.



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MARCH 2021	Goal Setting Soft Skills, Interpersonal Skills, Multicultural Skills, Cross Cultural Skills. Johari Window Module III. Organizational Culture and Change Management Work Culture, Ways for Making Work Culture Effective and Lively, Work Conflicts. Organizational Change, effects of Resistance to Change, ways to overcome resistance to change. Time and Stress Management
APRIL 2021	Module IV. Organizational Development Meaning and Nature of OD. Techniques of OD. Importance of OD.

**S.Y.B.A.F. - RESEARCH METHODOLOGY IN ACCOUNTING AND  
SEM. IV FINANCE**

**Course Outcome:**

- To familiarize the students with basic of research, research design, research techniques and the research process
- To identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting
- To determine various sources of information for literature review
- To enable the participants in conducting research work and formulating research synopsis and report (Third Year)

MONTH	Topics to be covered
JANUAR Y 2021	Module I Introduction to Research  Introduction and meaning of research, Objectives of research, Features and Importance of research in Accounting and Finance, Objectives and Types of research - Basic, Applied, Descriptive, Analytical and Empirical Research. Formulation of research problem : Meaning and Selection Review of Literature



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<b>FEBRUARY 2021</b>	<p><b>Module II. Research Design in Accounting and Finance</b></p> <p><b>Meaning of Introduction, Need, and Goodresearch design. Hypothesis: Formulation, Sources, Importance and Types Different Research designs</b></p> <p><b>Module III. Data Collection and Processing</b>  <b>Data Collection: Introduction and meaning, types of data Primary data: Observation, Experimentation, Interview, Schedules, Survey, Questionnaires, Limitations of Primary data Secondary data: Sources and Limitations Factors affecting the choice of method of data collection. Sampling: Significance, Methods, Factors determining sample size</b></p>
<b>MARCH 2021</b>	<p><b>Data Presentation: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation</b></p> <p><b>Module IV. Interpretation and Report Writing</b>  <b>Meaning and techniques of interpretation, Research Report Writing: Importance, Essentials, Structure/ layout, Types</b></p>
<b>APRIL 2021</b>	<p><b>Module III. Data Collection and Processing</b></p> <p><b>Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. Use of computer and internet in data collection and processing</b></p>

**S.Y.B.COM. - COMMERCE - IV  
SEM. IV(PRODUCTION & FINANCE)**

**PROGRAMME OUTCOMES:**

**COURSE OUTCOMES:**

1. To acquaint the learners with the basic concepts of production, inventory and quality management.
2. To understand the framework of the Indian Financial System and its participants
3. To update the learners with the recent trends in finance

<b>MONTH</b>	<b>Topics to be covered</b>
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JANUARY 2021	<p>Module I Production &amp; Inventory Management</p> <p>Production Management: Objectives, Scope</p> <p>Production Planning &amp; Control : Steps, Importance</p> <p>Production Systems: Concept, Types - Continuous and Intermittent</p> <p>Productivity: Concept, Factors Influencing Productivity, Measures for improving Productivity.</p> <p>Inventory Management- Objectives, Inventory Control- Techniques.</p> <p>Scientific Inventory Control System – Importance</p>
FEBRUARY 2021	<p>Module II. Quality Management:</p> <p>Introduction to Quality: Dimensions of Quality,</p> <p>Cost of Quality: Types – Internal Failure Cost, External Failure Cost, Appraisal Cost, Prevention Cost, Quality Circle: Features.</p> <p>Quality Management Tools: TQM – Importance, Six Sigma – Process, ISO 9000 – Certification Procedure, Kaizen – Process</p> <p>Service Quality Management: Importance, SERVQUAL Model, Measures to improve service quality.</p>
MARCH 2021	<p>Module III. Indian Financial System</p> <p>Indian Financial Market: Structure, Primary Market – IPO Procedure</p> <p>Dematerialisation: Process, Role of Depositories : NSDL and CDSL</p> <p>SEBI: Functions of SEBI, Investors protection measures of SEBI.</p> <p>Stock Exchange – Functions, Speculators.</p> <p>Credit Rating: Advantages, Credit Rating Agencies in India - CRISIL, CARE, and ICRA</p>
APRIL 2021	<p>Module IV. Recent Trends In Finance</p> <p>Mutual Funds- Advantages and Limitations, Types, Factors responsible for growth of mutual funds – Systematic Investment Plan.</p> <p>Commodity Market: Categories, Derivatives Market: Types, Participants, Types of Derivative Instruments.</p> <p>Start-up Ventures – Concept, Sources of Funding, Micro Finance – Importance, Role of Self Help Groups.</p>

**T.Y.B.COM. - DIRECT AND INDIRECT TAXES PAPER – II  
SEM. VIGOODS AND SERVICE TAX ACT**

**PROGRAMME OUTCOMES:**



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**COURSE OUTCOMES:**

1. To know the definition of important terms, GST Framework, Registration under GST
2. To understand – input tax credit, the levy and collection of tax and determine value of taxable supply
3. To be able to ascertain the value, time and place of supply and determine tax liability under GST

<b>MONTH</b>	<b>Topics to be covered</b>
<p>JANUAR Y 2021</p>	<p>1.Introduction</p> <ul style="list-style-type: none"> <li>· What is GST</li> <li>· Need for GST</li> <li>· Dual GST Model</li> <li>· Definitions</li> </ul> <p>Section 2(17) Business Section 2(13) Consideration Section 2(45) Electronic Commerce Operator Section 2(52) Goods Section 2(56) India Section2 (78) Non taxable Supply Section 2(84) Person Section 2(90) Principal Supply Section 2(93) Recipient Section 2(98) Reverse charge Section 2(102) Services Section 2(105) Supplier Section 2(107) Taxable Person Section 2(108) Taxable Supply</p> <ul style="list-style-type: none"> <li>· Goods &amp; Services Tax Network (GSTN)</li> </ul> <p>5. Registration under GST Law</p> <ul style="list-style-type: none"> <li>· Persons not liable registration</li> <li>· Compulsory registration</li> <li>· Procedure for registration</li> </ul>




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FEBRUARY 2021	<ul style="list-style-type: none"> <li>· Deemed registration</li> <li>· Cancellation of registration</li> </ul> <p>3. Time, Place and Value of Supply</p> <ul style="list-style-type: none"> <li>· Place of Supply</li> <li>· Value of Supply</li> </ul>
MARCH 2021	<ul style="list-style-type: none"> <li>· Time of Supply</li> </ul> <p>2. Levy and Collection of Tax</p> <ul style="list-style-type: none"> <li>· Scope of Supply</li> <li>· Non taxable Supplies</li> <li>· Composite and Mixed Supplies</li> <li>· Composition Levy</li> <li>· Levy and Collection of tax</li> <li>· Exemption from tax</li> </ul>
APRIL 2021	<p>4. Input Tax Credit &amp; Payment of Tax</p> <ul style="list-style-type: none"> <li>· Eligibility for taking Input Tax Credit</li> <li>· Input Tax Credit in Special Circumstances</li> <li>· Computation of Tax Liability and payment of tax</li> </ul>
<p>I HEARBY DECLARE THAT I HAVE COMPLETED THE SYLLABUS OF THE COURSES ALLOCATED TO ME FOR ODD SEMESTER 2020:1) TY B.COM - DIRECT TAX 2) TY BMS A - CUSTOMER RELATIONSHIP MANAGEMENT 3) TYBAF - INDIRECT TAX 4) TYBBI - RESEARCH METHODOLOGY 5) SYBCOM - COMMERCE - III</p>	

<b>PRACHI AGARWAL</b>	
<b>TY B.COM – EXPORT MARKETING I</b>	
<p><b>COURSE OUTCOME: Students should be able</b></p> <p><b>To understand how trade is done at international level</b></p> <p><b>To know about various financial and non-financial schemes provided by government to promote exports</b></p> <p><b>To understand the primary procedure to be followed while entering into export marketing</b></p>	
<b>LESSON PLAN</b>	
<b>MONTH</b>	<b>Modules / Units</b>
JUNE-JULY-	UNIT 1 - Introduction to Export Marketing

CRITERION I - CURRICULAR ASPECTS



  
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	AUGUST	
		<p>a) Concept and features of Export Marketing; Importance of Exports for a Nation and a Firm; Distinction between Domestic Marketing and Export Marketing</p> <p>b) Factors influencing Export Marketing; Risks involved in Export Marketing; Problems of India’s Export Sector</p> <p>c) Major merchandise/commodities exports of India (since 2015); Services exports of India (since 2015); Region-wise India’s Export Trade (since 2015)</p>
	AUGUST- SEPTEMBER	UNIT 2 - Global Framework for Export Marketing
		<p>a) Trade barriers; Types of Tariff Barriers and Non-Tariff barriers; Distinction between Tariff and Non-Tariff barriers</p> <p>b) Major Economic Groupings of the World; Positive and Negative Impact of Regional Economic Groupings; Agreements of World Trade Organisation (WTO)</p> <p>c) Need for Overseas Market Research; Market Selection Process, Determinants of Foreign Market Selection</p>
	OCTOBER- NOVEMBER	UNIT 3 - India’s Foreign Trade Policy
		<p>a) Foreign Trade Policy (FTP) 2015-20 - Highlights and Implications, Export Trade facilitations and ease of doing business as per the new FTP</p> <p>b) Role of Directorate General of Foreign Trade (DGFT), Negative list of Exports, Deemed Exports</p> <p>c) Benefits to Status Holders &amp; Towns of Excellence; Common benefits for EHTP, BTP and STP; Benefits enjoyed by (IIAs) Integrated Industrial Areas(SEZ), EOU, AEZ</p>
	NOVEMBER -DEC	UNIT 4 - Export Incentives and Assistance





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	<p>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),</p> <p>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) &amp; Commodity Boards (CBs), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP)</p> <p>c. Schemes - Export Promotion Capital Goods (EPCG) Scheme, Duty Exemption and Remission Schemes, Export Advance Authorisation Scheme; Duty Drawback (DBK); IGST Refund for Exporters</p>
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**SY BMS ADVERTISING**

**COURSE OUTCOME:**

- 1 To understand and examine the growing importance of advertising**
- 2 To understand the construction of an effective advertisement**
- 3 To understand the role of advertising in contemporary scenario**
- 4 To understand the future and career in advertising**

**LESSON PLAN**

MONTH	Modules / Units
JUNE-JULY- AUGUST	<b>UNIT 1 - Introduction to Advertising</b>
	<ul style="list-style-type: none"> <li>• Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M’s of Advertising</li> <li>• Types of Advertising –consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising</li> <li>• Theories of Advertising : Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging, Cognitive Dissonance</li> <li>• Ethics and Laws in Advertising : Puffery, Shock Ads, Subliminal Advertising, Weasel Claim, Surrogate Advertising, Comparative</li> </ul>



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	Advertising Code of Ethics, Regulatory Bodies, Laws and Regulation – CSR, Public Service Advertising, Corporate Advertising, Advocacy Advertising • Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising
AUGUST- SEPT-OCT	<b>UNIT 2 - Strategy and Planning Process in Advertising</b>
	<ul style="list-style-type: none"> <li>• Advertising Planning process &amp; Strategy : Introduction to Marketing Plan, Advertising Plan- Background, situational analysis related to Advertising issues, Marketing Objectives, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative Strategy, message strategy, media strategy, Integration of advertising with other communication tools</li> <li>• Role of Advertising in Marketing Mix : Product planning, product brand policy, price, packaging, distribution, Elements of Promotion, Role of Advertising in PLC</li> <li>• Advertising Agencies – Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency–client relationship, Agency Compensation.</li> </ul>
OCTOBER- NOVEMBER	<b>UNIT 3 Creativity in Advertising</b>
	<ul style="list-style-type: none"> <li>• Introduction to Creativity – definition, importance, creative process , Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – persuasion and types of advertising appeals – role of source in ads and celebrities as source in Indian ads – execution styles of presenting ads.</li> <li>• Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc –</li> <li>• Creating the TV commercial – Visual Techniques, Writing script, developing storyboard, other elements (Optical, Soundtrack, Music)</li> <li>• Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness</li> <li>• Copywriting: Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea, Principles of Copywriting for print, OOH, essentials of good copy, Types of Copy,</li> </ul>



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		Copy Research
NOVEMBER -DECEMBER	<b>UNIT 4 Budget, Evaluation, Current trends and careers in Advertising</b>	<ul style="list-style-type: none"> <li>• Advertising Budget – Definition of Advertising Budget, Features, Methods of Budgeting</li> <li>• Evaluation of Advertising Effectiveness – Pre-testing and Post testing Objectives, Testing process for Advertising effectiveness, Methods of Pre-testing and Post-testing, Concept testing v/s Copy testing</li> <li>• Current Trends in Advertising : Rural and Urban Advertising, Digital Advertising, Content Marketing (Advertorials), retail advertising, lifestyle advertising, Ambush Advertising, Global Advertising – scope and challenges – current global trends</li> <li>• Careers in Advertising : careers in Media and supporting firms, freelancing options for career in advertising, role of Advertising Account Executives, campaign Agency family tree – topmost advertising agencies and the famous advertisements designed by them</li> </ul>

<b>TY BMS – SALES AND DISTRIBUTION MANAGEMENT</b>	
<b>COURSE OUTCOME:</b>	
<b>1 To develop understanding of the sales &amp; distribution processes in organizations</b> <b>2 To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management</b>	
<b>LESSON PLAN</b>	
<b>MONTH</b>	<b>Modules / Units</b>
JUNE- JULY	<b>UNIT 1 - Introduction</b>

CRITERION I - CURRICULAR ASPECTS



  
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**‘BUNTS SANGHA’S  
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	<p>a) Sales Management:</p> <ul style="list-style-type: none"> <li>· Meaning, Role of Sales Department, Evolution of Sales Management</li> <li>· Interface of Sales with Other Management Functions</li> <li>· Qualities of a Sales Manager</li> <li>· Sales Management: Meaning, Developments in Sales Management-Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use of Internet, CRM, Professionalism in Selling.</li> <li>· Structure of Sales Organization – Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure</li> </ul> <p>b) Distribution Management:</p> <ul style="list-style-type: none"> <li>· Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution of Distribution Channels.</li> </ul> <p>c) Integration of Marketing, Sales and Distribution</p>
AUGUST- SEPT- OCT	UNIT 2 Market Analysis and Selling
	<p>a) Market Analysis:</p> <ul style="list-style-type: none"> <li>· Market Analysis and Sales Forecasting, Methods of Sales Forecasting</li> <li>· Types of Sales Quotas – Value Quota, Volume Quota, Activity Quota, Combination Quota</li> <li>· Factors Determining Fixation of Sales Quota</li> <li>· Assigning Territories to Salespeople</li> </ul> <p>b) Selling:</p> <ul style="list-style-type: none"> <li>· Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing</li> <li>· Theories of Selling – Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory</li> <li>· Selling Skills – Communication Skill, Listening Skill, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill</li> <li>· Selling Strategies – Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, Negotiation Strategy</li> <li>· Difference Between Consumer Selling and Organizational Selling</li> <li>· Difference Between National Selling and International Selling</li> </ul>
OCTOBER- NOVEMBER	UNIT 3 Distribution Channel Management



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	<ul style="list-style-type: none"> <li>• Management of Distribution Channel – Meaning &amp; Need</li> <li>• Channel Partners- Wholesalers, Distributors and Retailers &amp; their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler</li> <li>• Choice of Distribution System – Intensive, Selective, Exclusive</li> <li>• Factors Affecting Distribution Strategy – Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost</li> <li>• Factors Affecting Effective Management Of Distribution Channels</li> </ul> <p>Channel Design Channel Policy Channel Conflicts: Meaning, Types – Vertical, Horizontal, Multichannel, Reasons for Channel Conflict Resolution of Conflicts: Methods – Kenneth Thomas’s Five Styles of Conflict Resolution Motivating Channel Members Selecting Channel Partners Evaluating Channels Channel Control</p>
NOVEMBER- DECEMBER	UNIT 4 Performance Evaluation, Ethics and Trends
	<p>Evaluation &amp; Control of Sales Performance:</p> <ul style="list-style-type: none"> <li>· Sales Performance – Meaning</li> <li>· Methods of Supervision and Control of Sales Force</li> <li>· Sales Performance Evaluation Criteria- Key Result Areas (KRAs)</li> <li>· Sales Performance Review</li> <li>· Sales Management Audit</li> </ul> <p>Measuring Distribution Channel Performance:</p> <ul style="list-style-type: none"> <li>· Evaluating Channels- Effectiveness, Efficiency and Equity</li> <li>· Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports, Distribution Audit</li> </ul> <p>Ethics in Sales Management New Trends in Sales and Distribution Management</p>

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**FY BMS FOUNDATION COURSE I**

**COURSE OUTCOME:**  
**To acquaint students with the various social issues existing in Indian society**  
**To help students develop opinions and suggestions on various social issues**  
**To make aware students aware of their fundamental duties as Indian citizens and various**



  
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**‘BUNTS SANGHA’S  
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<b>aspects of political processes in India</b>	
<b>LESSON PLAN</b>	
<b>MONTH</b>	<b>Modules / Units</b>
SEPT- OCT	<b>UNIT 1 Overview of Indian Society</b>
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
OCT- NOV	<b>UNIT 2 Concept of Disparity-1</b>
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
NOV - DEC	<b>UNIT 3 Concept of Disparity-2</b>
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
DECEMB ER	<b>UNIT 4 The Indian Constitution</b>
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
JANUAR Y	<b>UNIT 5 Significant Aspects of Political Processes</b>
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics



**PRACHI AGARWAL**

**TY B.COM – EXPORT MARKETING II**

**COURSE OUTCOME: Students should be able**

**To understand how trade is done at international level**

**To know about various financial and non-financial schemes provided by government to promote exports**

**To understand the primary procedure to be followed while entering into export marketing**

**LESSON PLAN**

<b>MONTH</b>	<b>Modules / Units</b>
JAN - FEB	UNIT 1 - Product Planning and Pricing Decisions for Export Marketing Planning for Export Marketing with regards to Product, Branding, Packaging Need for Labeling and Marking in Exports, Factors determining Export Price; Objectives of Export Pricing International Commercial (INCO) Terms; Export Pricing Quotations – (FOB), Cost Insurance and Freight (CIF) and Cost and Freight (C&F); Problems on FOB quotation
FEB	UNIT 2 -Export Distribution and Promotion Factors influencing Distribution Channels; Direct and Indirect Exporting Channels; Distinction between Direct and Indirect Exporting Channels Components of Logistics in Export marketing; Selection criteria of Modes of Transport; Need for Insurance in Export Marketing Sales Promotion Techniques used in Export Marketing; Importance of Trade Fairs and Exhibitions; Benefits of Personal Selling; Essentials of Advertising in Export Marketing
FEB - MARCH	UNIT 3 -Export Finance Methods of Payment; Procedure to open LC, Types and Benefits of Countertrade Features of Pre-Shipment and Post-shipment finance; Distinction between two, Procedure to obtain Export Finance Pre-shipment and Post Shipment Finance. Role of Commercial Banks, EXIM Bank, SIDBI in financing exporters; Role of ECGC



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APRIL	<p>UNIT 4 -Export Procedure and Documentation  Registration with different authorities; Pre-shipment Procedure involved in Exports; Procedure of Quality Control and Pre-shipment Inspection  Shipping and Custom Stage Formalities; Role of Clearing &amp; Forwarding Agent;  Post-shipment Procedure for Realization of Export Proceeds; Procedure of Export under Bond and Letter of Undertaking.  Importance of - Commercial Invoice cum Packing list, Bill of Lading/ Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin</p>
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**SY BMS EVENT MARKETING**

**COURSE OUTCOME:**

- 1 To understand and examine the growing importance of advertising**
- 2 To understand the construction of an effective advertisement**
- 3 To understand the role of advertising in contemporary scenario**
- 4 To understand the future and career in advertising**

**LESSON PLAN**

MONTH	Modules / Units
JAN	<p>UNIT 1 -Introduction to Events</p> <ul style="list-style-type: none"> <li>• Definition and Meaning of Event Marketing ; The Evolution of Event Marketing, Advantages of Event Marketing, 5 C’s of Events; Event Designing; Reach; Interaction Points, Direct Interaction, Indirect Interaction, Interaction Catalysts or Enablers.</li> <li>• Importance of Events as a Marketing Communication Tool; Events as a Marketing Tool: The Varied Marketing Needs Addressed by Events: Brand Building, Focus on Target Market, Implementation of Marketing Plan, Marketing Research, Relationship Building, Creating opportunities for better deals with different media, Events and their Economic implications.</li> <li>• Concept of Event Creativity, Key Elements of Events: Event Infrastructure; Customer Groups; Clients; Event Organizers; Venue; Media</li> </ul>
FEB	<p>UNIT 2 -Segmenting, Targeting and Positioning of Events and Concept of Product in Events</p> <ul style="list-style-type: none"> <li>• Concept of Market in Events; Segmentation and targeting of the Market for events; Positioning of events-Event Property.</li> <li>• Concept of Product in Events: Benefit Levels-Core, generic, expected, augmented; Categories of Events: Competitive Events, Artistic Expression, Cultural Celebrations, Exhibition Events, Charitable Events ,Special Business</li> </ul>





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	<p>Events, Retail Events.</p> <ul style="list-style-type: none"> <li>• Event Variations- Time Frame Based, Concept Based, Artist Based, Client Industry Based</li> </ul>
FEB - MARCH	<p>UNIT 3 Concept of Pricing and Promotion in Events</p> <ul style="list-style-type: none"> <li>• Risk Rating, Setting Pricing Objectives, Understanding local legislations and tax laws, Feedback about events from the market, skills required for negotiating the best price, validation against pricing objectives, pricing decisions, Event Charges: Percentage of the total Event Cost, Flat Fee, Package Price, Hourly Rate.</li> <li>• Networking Components: Print Media, Radio, Television, Internet, Outdoor Media, Direct Marketing, Sales Promotion, Public Relations, Merchandising, In-venue Publicity.</li> <li>• Event Sponsorship: Concept of Sponsorship, Sponsorship in a communication context, Synergy between sponsor and Event, Identifying Potential sponsors, Impact Measurement, Practical Sponsor Incentivization, In-Kind Sponsorship.</li> </ul>
APRIL - MAY	<p>UNIT 4 Trends and Challenges in Event Marketing</p> <ul style="list-style-type: none"> <li>• e-event marketing, Virtual Events, Societal Event Marketing, Green Event, Cause-Related Event Marketing, Sports Event Marketing.</li> <li>• Safety and Security of Event</li> <li>• Event Crisis Management</li> <li>• Growth of Event Industry in India</li> <li>• Career in Event Marketing</li> </ul>


**TY BMS – BRAND MANAGEMENT**

**COURSE OUTCOME:**

- 1 To develop understanding of the sales & distribution processes in organizations**
- 2 To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management**

**LESSON PLAN**

MONTH	Modules / Units
JAN	<p>Introduction to Brand Management:  Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including</p>



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	Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis
JAN - FEB	2) Planning and Implementing Brand Marketing Programs Brand Elements: Meaning, Criteria for choosing Brand Elements, Types Integrating Marketing Programs and Activities Personalizing Marketing: Experiential, One to One, Permission Marketing Product Strategy: Perceived Quality and Relationship Marketing Pricing Strategy: Setting Prices to Build Brand Equity Channel Strategy: Direct, Indirect Channels Promotion Strategy: Developing Integrated Marketing Communication Programs Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events.
FEB - MARCH	3) Measuring and Interpreting Brand Performance a) The Brand Value Chain b) Measuring Sources of Brand Equity: Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association, Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses c) Young and Rubicam’s Brand Asset Valuator d) Measuring Outcomes of Brand Equity -Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis, Holistic Methods: Residual Approaches, Valuation Approaches:
APRIL - MAY	4) Growing and Sustaining Brand Equity a) Designing & Implementing Branding Strategies: Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing b) Brand Extensions: Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity c) Managing Brands over Time: Reinforcing Brands, Revitalizing Brands d) Building Global Customer Based Brand Equity
<b>FY BMS FOUNDATION COURSE II</b>	



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**COURSE OUTCOME:**

**To acquaint students with the various social issues existing in Indian society  
To help students develop opinions and suggestions on various social issues  
To make aware students aware of their fundamental duties as Indian citizens and various aspects of political processes in India**

**LESSON PLAN**

<b>MONTH</b>	<b>Modules / Units</b>
<b>JAN -FEB</b>	<b>Globalization and Indian Society</b> <b>-Understanding the concepts of liberalization, privatization and globalization;</b> <b>-Growth of information technology and communication and its impact manifested in everyday life;</b> <b>-Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization;</b> <b>-Rise in corporate farming and increase in farmers’ suicides</b>
<b>FEB</b>	<b>Human Rights</b> Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
<b>MARCH</b>	<b>Ecology</b> <b>Importance of Environment Studies in the current developmental context;</b> <b>Understanding concepts of Environment,</b> <b>Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life;</b> <b>Environmental Degradation- causes and impact on human life;</b> <b>Sustainable development- concept and components;</b> <b>poverty and environment</b>
<b>APRIL</b>	<b>Understanding Stress and Conflict</b> Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict



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<b>MAY</b>	<b>Managing Stress and Conflict in Contemporary Society</b> <b>Types of conflicts and use of coping mechanisms for managing individual stress;</b> <b>Maslow’s theory of self-actualisation;</b> <b>Different methods of responding to conflicts in society;</b> <b>Conflict-resolution and efforts towards building peace and harmony in society</b>
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VIJAY VISHWAKARMA

<b>SYBCOM ADVERTISING- I SEM III</b>		
<p>Course Outcome :• Understanding of the fundamentals of advertising, its historical background and different types.</p> <ul style="list-style-type: none"> <li>• Economic, social and regulatory aspects of advertising</li> <li>• Students are shown the practical ads through print and television ads to enable them to understand the practices in the ad world.</li> <li>• Awareness about planning and creativeness in making the advertisements along-with the media and agencies which help in preparing and placing the ads</li> <li>• Students get the practical assignments and create the ads</li> </ul>		
<b>UNIT</b>	<b>SYLLABUS</b>	<b>MONTH</b>
I	<b>Introduction to Advertising</b> <b>• Integrated Marketing Communications (IMC)-</b> <b>Concept, Features, Elements, Role of advertising in</b> <b>IMC • Advertising: Concept, Features, Evolution of</b> <b>Advertising, Active Participants, Benefits of</b> <b>advertising to Business firms and consumers. •</b> <b>Classification of advertising: Geographic, Media,</b> <b>Target audience and Functions.</b>	<b>JULY/AUGUST</b>
II	<b>Advertising Agency</b> <b>Ad Agency: Features, Structure and services offered,</b> <b>Types of advertising agencies , Agency selection</b> <b>criteria • Agency and Client: Maintaining Agency–</b> <b>Client relationship, Reasons and ways of avoiding</b> <b>Client Turnover, Creative Pitch, Agency compensation</b> <b>• Careers in advertising: Skills required for a career in</b> <b>advertising, Various Career Options, Freelancing</b>	<b>NOVEMBER</b> <b>/DECEMBER</b>

CRITERION I - CURRICULAR ASPECTS



  
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	<b>Career Options - Graphics, Animation, Modeling, Dubbing.</b>	
III	<b>Economic &amp; Social Aspects of Advertising</b> <b>Economic Aspects: Effect of advertising on consumer demand, monopoly and competition, Price. • Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture. • Pro Bono/Social advertising: Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India)</b>	<b>SEPTEMBER</b>
IV	<b>Brand Building and Special Purpose Advertising</b> <b>Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises. • Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising. • Trends in Advertising: Media, Ad spends, Ad Agencies, Execution of advertisements</b>	<b>OCTOBER/NOVEMBER</b>
<b>TYBMS SERVICE MARKETING SEM V</b>		
Course Outcome : • To understand distinctive features of services and key elements in services marketing. • To provide insight into ways to improve service quality and productivity. • To understand marketing of different services in Indian context.		
<b>UNIT</b>	<b>SYLLABUS</b>	<b>MONTH</b>
I	<b>Introduction of Services Marketing • Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services • Role of Services in Modern Economy, Services</b>	<b>JULY/AUGUST</b>



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	<b>Marketing Environment • Goods vs Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the Market Place • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty • Type of Contact: High Contact Services and Low Contact Services • Sensitivity to Customers’ Reluctance to Change</b>	
<b>II</b>	<b>Key Elements of Services Marketing Mix • The Service Product, Pricing Mix, Promotion &amp; Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service MappingFlowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery</b>	<b>NOVEMBER /DECEMBER</b>
<b>III</b>	<b>Managing Quality Aspects of Services Marketing • Improving Service Quality and Productivity • Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality • The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment</b>	<b>SEPTEMBER</b>
<b>IV</b>	<b>Marketing of Services • International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing • Factors Favouring Transnational Strategy • Elements of Transnational Strategy • Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry • Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector</b>	<b>OCTOBER/NOVE MBER</b>



<b>SYBMS CONSUMER BEHAVIOUR SEM III</b>		
<p>Course Outcome : • To equip learners with key concepts of consumer behaviour. • To develop an understanding about the consumer decision making process and its applications in marketing function of firms. • To acquaint learners with skills to analyse consumer information and creating consumer oriented marketing strategies.</p>		
<b>UNIT</b>	<b>SYLLABUS</b>	<b>MONTH</b>
I	<p><b>Introduction To Consumer Behaviour: • Meaning of Consumer Behaviour, Features and Importance • Types of Consumer (Institutional &amp; Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour • Profiling the consumer and understanding their needs • Consumer Involvement • Application of Consumer Behaviour knowledge in Marketing • Consumer Decision Making Process and Determinants of Buyer • Behaviour, factors affecting each stage, and Need recognition.</b></p>	<b>JULY/AUGUST</b>
II	<p><b>Individual- Determinants of Consumer Behaviour • Consumer Needs &amp; Motivation (Theories - Maslow, Mc Cleland). • Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it’s Marketing significance, Product personality and brand personification. • Self Concept – Concept • Consumer Perception • Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude • Formation &amp; Change. • Attitude - Concept of attitude</b></p>	<b>NOVEMBER /DECEMBER</b>
III	<p><b>Environmental Determinants of Consumer Behaviour • Family Influences on Buyer Behaviour, • Roles of different members, needs perceived and evaluation rules. • Factors affecting the need of the family, family life cycle stage and size. • Social Class and Influences. • Group Dynamics &amp; Consumer Reference Groups, Social Class &amp; Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences Ingroup versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process. • Cultural Influences on Consumer Behaviour Understanding cultural and subcultural influences on</b></p>	<b>SEPTEMBER</b>



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	individual, norms and their role, customs, traditions and value system.	
IV	<b>Consumer decision making models and New Trends • Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making • Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles • E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying</b>	<b>OCTOBER/NOVEMBER</b>
<b>FYBAF FOUNDATION COURSE I SEM I</b>		
<p>Course Outcome :• Develop a basic understanding about issues related to human rights violations, ecology and urban- rural disparities in access to health and education</p> <ul style="list-style-type: none"> <li>• Gain an overview of significant skills required to address competition in career choices</li> <li>• Appreciate the importance of developing a scientific temper towards technology and its use in everyday life</li> </ul>		
<b>UNIT</b>	<b>SYLLABUS</b>	<b>MONTH</b>
I	<b>Overview of Indian Society Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference</b>	<b>JULY/AUGUST</b>
II	<b>Concept of Disparity- 1 Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities</b>	<b>NOVEMBER /DECEMBER</b>





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III	<b>Concept of Disparity-2 Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences</b>	<b>SEPTEMBER</b>
IV	<b>The Indian Constitution Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution</b>	<b>OCTOBER/NOVEMBER</b>
V	<b>Significant Aspects of Political Processes The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics</b>	<b>DECEMBER</b>

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**TYBBI INTERNATIONAL BANKING AND FINANCE SEM V**

<b>UNIT</b>	<b>SYLLABUS</b>	<b>MONTH</b>
I	<b>Fundamentals of International Finance Meaning and Scope of International Finance, Balance of Payment, Components, Deficit in Balance of Payment, Concept of Currency Convertibility. International Monetary System, Gold Standard, Features, Bretton Wood System, Background and Features, Reasons for its Failure, Smithsonian Agreement, SDRs, European Monetary System. Current Exchange Rate Systems - Fixed and Flexible Exchange Rate, Merits Demerits, Types of Fixed Exchange Rate, Hard Pegs and Soft Pegs, Types of Flexible Exchange Rate, Managed and Free Float.</b>	<b>JULY/AUGUST</b>



  
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II	<p><b>International Capital Markets Types of Capital Flows, FDI, FPI, FII Euro Currency Markets, Origin and Reasons of growth, a Brief Understanding of Eurocurrency Deposit, Loans Bonds and Notes Market ,Concept of Offshore Banking. International Equity Markets, Concept of Depository Receipts, GDR, Characteristics, Mechanism of Issue, Participants Involved, ADR, Types and Characteristics, Concept of IDR. International Bond Market, Concepts of Domestic Bond, Concept and Types of Foreign Bonds, Concept and Types of Euro Currency Bonds, Concepts of Foreign Currency Convertible and Foreign Currency Exchangeable Bonds, Participatory Notes.</b></p>	<p><b>NOVEMBER /DECEMBER</b></p>
III	<p><b>Foreign Exchange Markets Introduction, Market and Market Participants, Foreign Exchange Management in India, Retail and Whole Sale Component of Indian Foreign Exchange Market, Role of FEDAI, FEMA and Regulatory Framework, Dealing Room Operations. Foreign Exchange Arithmetic, Exchange Rate Quotations, Direct, Indirect and Cross rate, Percentage Spread, Arbitrage, Geographical, Triangular and Interest Rate (formula method only), Calculation of Forward Rates using Schedule of Swap Points, AFM, Determinants of Exchange Rate – Purchasing Power and Interest Rate Parity.</b></p>	<p><b>SEPTEMBER</b></p>
IV	<p><b>Risk Management Risk Management and Derivatives, Transaction, Translation and Economic Risk Faced by Corporates, Transaction, Position, Settlement, Pre-settlement, Gap/Mismatch Risk faced by Banks, Internal and External Hedging, Foreign Currency Derivative Instruments for Risk Management, Forward, Futures, Swaps and Options, Country Risk Management</b></p>	<p><b>OCTOBER/NOVEMBER</b></p>



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V	<p><b>International Banking Operations Introduction, Definition, Features of International Banking, Reasons for Growth of International Banking, Recent Trends in International Banking, Emergence of Crypto currency - Overview, Brief Overview of Bitcoin and other Crypto Currencies, Note on Mining and Crypto Currency Exchanges, Advantages, Disadvantages of Crypto Currency. Functions of International Banking, Correspondent Banking, International Payment Systems, NRI accounts, Export Finance, Import Finance, International Merchant Banking, Financing Project Exports, Derivative Offering, Remittances, Compliance related- Interbank Functions, Internal Functions, Letter of Credit and Bank Guarantees. International Lending Operation, Loan Syndication, Parties Involved, Phases /Stages in Loan Syndication, Types of Syndication, Role of LIBOR, Risk in International Lending, Role of International Credit Rating Agencies.</b></p>	DECEMBER
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**SYBCOM ADVERTISING- II SEM IV**

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Course Outcome :• 1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.  
 2. It aims to orient learners towards the practical aspects and techniques of advertising.  
 3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising

UNIT	SYLLABUS	MON TH
I	<p><b>Media in Advertising</b>  <b>Traditional Media: Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media</b>  <b>New Age Media: Digital Media / Internet Advertising – Forms, Significance and Limitations</b>  <b>Media Research: Concept, Importance, Tool for regulation - ABC and Doordarshan Code</b></p>	JANU ARY




  
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II	<b>Planning Advertising Campaigns</b> <b>Advertising Campaign: Concept, Advertising Campaign Planning -Steps</b> <b>Determining advertising objectives - DAGMAR model</b> <b>Advertising Budgets: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs</b> <b>Media Planning: Concept, Process, Factors considered while selecting media, Media Scheduling Strategies</b>	<b>JANUARY &amp; FEBRUARY</b>
III	<b>Fundamentals of Creativity in Advertising</b> <b>Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization</b> <b>Creative aspects: Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP)</b> <b>Creativity through Endorsements: Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products</b>	<b>FEBRUARY &amp; MARCH</b>
IV	<b>Execution and Evaluation of Advertising</b> <b>Preparing print ads: Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Illustration - Importance.</b> <b>Creating broadcast ads: Execution Styles, Jingles and Music – Importance, Concept of Storyboard</b> <b>Evaluation: Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives</b>	<b>MARCH &amp; APRIL</b>
<b>TYBMS International Marketing SEM VI</b>		
Course Outcome :1 To understand International Marketing, its Advantages and Challenges. 2 To provide an insight on the dynamics of International Marketing Environment. 3 To understand the relevance of International Marketing Mix decisions and recent developments in Global Market		
<b>UNIT</b>	<b>SYLLABUS</b>	<b>MONTH</b>

CRITERION I - CURRICULAR ASPECTS



  
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I	<p><b>Introduction to International Marketing &amp; Trade</b></p> <p><b>a) Introduction of International Marketing:</b>  <b>Meaning, Features of International Marketing, Need and Drivers of International Marketing, Process of International Marketing, Phases of International Marketing, Benefits of International Marketing, Challenges of International Marketing, Difference between Domestic and International Marketing, Different Orientations of International Marketing : EPRG Framework, Entering International Markets :Exporting, Licensing, Franchising, Mergers and Acquisition, Joint Ventures, Strategic Alliance, Wholly Owned Subsidiaries, Contract Manufacturing and Turnkey Projects, Concept of Globalization</b></p> <p><b>b) Introduction to International Trade:</b>  <b>Concept of International Trade, Barriers to Trade: Tariff and Non Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC</b></p>	JANUARY
II	<p><b>International Marketing Environment and Marketing Research</b></p> <p><b>a) International Marketing Environment:</b>  <b>Economic Environment : International Economic Institution (World Bank, IMF, IFC) ,International Economic Integration (Free Trade Agreement, Customs Union, Common Market, Economic Union)</b>  <b>Political and Legal Environment: Political System (Democracy, Authoritarianism, Communism), Political Risk, Political Instability, Political Intervention.</b>  <b>Legal Systems (Common Law, Civil Law, Theocratic Law), Legal Differences, Anti Dumping Law and Import License.</b>  <b>Cultural Environment : Concept , Elements of Culture (Language, Religion, Values and Attitude , Manners and Customs, Aesthetics and Education) , HOFSTEDE’s Six Dimension of Culture , Cultural Values ( Individualism v/s Collectivism)</b></p> <p><b>b) Marketing Research:</b>  <b>Introduction, Need for Conducting International Marketing Research,</b></p>	JANUARY & FEBRUARY



	<p><b>International Marketing Research Process, Scope of International Marketing Research, IT in Marketing Research</b></p>	
III	<p><b>International Marketing Mix</b>  <b>a) International Product Decision</b>  <b>International Product Line Decisions, Product Standardization v/s Adaptation</b>  <b>Argument, International Product Life Cycle, Role of Packaging and Labelling in International Markets, Branding Decisions in International Markets, International Market Segmentation and Targeting, International Product Positioning</b>  <b>b) International Pricing Decision:</b>  <b>Concept of International Pricing, Objectives of International Pricing, Factors Affecting International Pricing</b>  <b>International Pricing Methods: Cost Based, Demand Based, Competition Based , Value Pricing, Target Return Pricing and Going Rate Pricing</b>  <b>International Pricing Strategies : Skimming Pricing, Penetration Pricing , Predatory Pricing</b>  <b>International Pricing Issues : Gray Market , Counter Trade, Dumping, Transfer Pricing</b>  <b>c) International Distribution Decisions</b>  <b>Concept of International Distribution Channels, Types of International Distribution Channels, Factors Influencing Selection of International Distribution Channel</b>  <b>d) International Promotion Decisions</b></p>	<p><b>FEBRUARY &amp; MARCH</b></p>



	<p><b>Concept of International Promotion Decision</b>  <b>Planning International Promotional Campaigns: Steps - Determine the Target</b>  <b>Audience, Determine Specific Campaigns, Determine Budget, Determine Message, Determine Campaign Approach and Determine Campaign Effectiveness</b>  <b>Standardization V/S Adaptation of International Promotional Strategies</b>  <b>International Promotional Tools/Elements</b></p>	
IV	<p><b>Developments in International Marketing</b>  <b>a) Introduction -Developing International Marketing Plan:</b>  <b>Preparing International Marketing Plan, Examining International Organisational Design, Controlling International Marketing Operations, Devising International Marketing Plan</b>  <b>b) International strategies:</b>  <b>Need for International Strategies, Types of International Strategies</b>  <b>c) International Marketing of Services</b>  <b>Concept of International Service Marketing, Features of International Service Marketing, Need of International Service Marketing, Drivers of Global Service Marketing, Advantages and Disadvantages of Global Service Marketing, Service</b></p>	MAR CH & APRI L



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	<b>Culture</b>	

**SYBMS Integrated Marketing Communication SEM IV**

Course Outcome : 1 To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.  
2 To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.

<b>UNIT</b>	<b>SYLLABUS</b>	<b>MONTH</b>
I	<p><b>Introduction to Integrated Marketing Communication</b></p> <ul style="list-style-type: none"> <li>• <b>Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC.</b></li> <li>• <b>Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing</b></li> <li>• <b>Communication process, Traditional and alternative Response Hierarchy Models</b></li> <li>• <b>Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program.</b></li> </ul>	JANUARY
II	<p><b>Elements of IMC – I</b></p> <ul style="list-style-type: none"> <li>• <b>Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising.</b></li> <li>• <b>Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.</b></li> </ul>	JANUARY & FEBRUARY





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III	<p><b>Elements of IMC – II</b></p> <ul style="list-style-type: none"> <li>• <b>Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing</b></li> <li>• <b>Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship</b></li> <li>• <b>Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling</b></li> </ul>	<p><b>FEBRUARY &amp; MARCH</b></p>
IV	<p><b>Evaluation &amp; Ethics in Marketing Communication</b></p> <ul style="list-style-type: none"> <li>• <b>Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate</b></li> <li>• <b>Test Markets – competitive responses, scanner data, Purchase simulation tests</b></li> <li>• <b>Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices</b></li> <li>• <b>Current Trends in IMC – Internet &amp; IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet.</b></li> </ul>	<p><b>MARCH &amp; APRIL</b></p>
<p><b>FYBMS PRINCIPLES OF MANAGEMENT SEM II</b></p>		
<p>Course Outcome :•</p>		
<b>UNIT</b>	<b>SYLLABUS</b>	<b>MONTH</b>
IV	<p><b>Directing, Leadership, Co-ordination and Controlling • Directing: Meaning and Process • Leadership: Meaning, Styles and Qualities of Good Leader • Co-ordination as an Essence of Management • Controlling: Meaning, Process and Techniques • Recent Trends: Green Management &amp; CSR</b></p>	<p><b>JAN TO MARCH</b></p>
<p><b>TYBBI Turnaround Management SEM VI</b></p>		




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<b>UNIT</b>	<b>SYLLABUS</b>	<b>MON TH</b>
<b>I</b>	<b>Introduction to Business</b> <b>Meaning, Definition, Features, Importance, Symptoms, Types of Business Organization.</b> <b>Different approaches for Growth and Survival.</b> <b>Internal Strategies</b> <b>External Strategies</b> <b>Survival Strategies</b>	<b>JANU ARY</b>
<b>II</b>	<b>Industrial Sickness</b> <b>Meaning and Internal /External Reasons of Industrial Sickness</b> <b>Symptoms of Industrial Sickness</b> <b>Measures to Overcome Sickness by Government and Stakeholders</b> <b>Role of BIFR in Sick Industries</b>	<b>JANU ARY &amp; FEBR UARY</b>
<b>III</b>	<b>Turnaround Management Strategies</b> <b>Turnaround – Meaning, Definition, Indicators of Successful Turnaround</b> <b>TQM and Restructuring.</b> <b>Selling of a sick unit</b> <b>BPR</b> <b>- Meaning, Definition, Elements, Need, Implications</b> <b>- Approaches ( Reengineering Team, BPR Leader, Process Owner, Kaizen, Flow Chart, 5S principles, Process Mapping)</b>	<b>FEBR UARY &amp; MAR CH</b>
<b>IV</b>	<b>Business Scenario</b> <b>Features, Advantages, Disadvantages, Types and Present Status of:</b> <b>Outsourcing</b> <b>Networking</b> <b>Franchising</b> <b>Free lancing</b> <b>Self-Financing</b> <b>Start up</b>	<b>MAR CH</b>

CRITERION I - CURRICULAR ASPECTS



  
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<b>V</b>	<p><b>Leadership and Turnaround Management Outfitting the Management Team, Personal Characteristic, Focusing on Present Operations, Focus on Needs in Turnarounds, Styles of Decision Making in the Turnaround Process, Organizational Change. Quality in the Managerial Process, Dilemma of Management, Turnaround Management as a Skill.</b></p>	<b>APRI L</b>
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<b>S.Y. B.COM. SEM III - BUSINESS ECONOMICS</b>	
<p><b>Course Outcomes:</b>  <b>An introduction to the basic analytical tools of macroeconomics to evaluate macroeconomic conditions such as inflation, unemployment, and growth.</b>   <b>The aim is to provide a clear explanation of many aspects of aggregate economic variables to inspire a consistent way of thinking about key macroeconomic phenomena.</b>   <b>The course intends to familiarize the commerce students with basic concepts of macroeconomics and with certain common features of economic occurrence in the real</b></p>	



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world.	
<b><u>LESSON PLAN</u></b>	
<b>MONTH</b>	<b>UNITS/ MODULE COVERAGE</b>
JULY & AUGUST	<p><b>MODULE 01: Introduction</b></p> <p>Macroeconomics: Meaning, Scope, and Importance.</p> <p>Circular flow of aggregate income and expenditure and its Importance- closed and open economy models</p> <p>The Measurement of National Product: Meaning and Importance of National Income Accounting- conventional and Green GNP and NNP concepts -National Income and Economic Welfare.</p> <p>Trade Cycles: Features and Phases</p> <p>Classical Macroeconomics: Say’s law of Markets - Features, Implications, and Criticism</p>
SEPTEMBER & OCTOBER	<p><b>MODULE 02: BASIC CONCEPTS OF KEYNESIAN ECONOMICS</b></p> <p>The Principle of Effective Demand: Aggregate Demand and Aggregate Supply</p> <p>Consumption Function: Properties, Assumptions, and Implications</p> <p>Investment function and Marginal Efficiency of capital</p> <p>The investment Multiplier effect on Income and Output: Assumptions, Working, Leakages, Criticism, and Importance - the paradox of thrift</p> <p>The relevance of Keynesian theory tools to the developing countries</p>
NOVEMBER	<p><b>MODULE 03: POST KEYNESIAN DEVELOPMENTS IN MACROECONOMICS</b></p>



	<p>The IS-LM model of integration of commodity and money markets</p> <p>Inflation and unemployment: Philips curve</p> <p>Stagflation: meaning, causes, and consequences</p> <p>Supply-side economics: Basic propositions and critical appraisal</p>
<b>DECEMBER</b>	<b>MODULE 04: MONEY, PRICES, AND INFLATION</b>
<b>ER</b>	<p>Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money</p> <p>Demand for Money: Classical and Keynesian approaches and Keynes’ liquidity preference theory of interest - Friedman’s restatement of Demand for money</p> <p>Money and prices: Quantity theory of money - Fisher’s equation of exchange - Cambridge cash balance approach</p> <p>Inflation: Demand-Pull Inflation and Cost-Push Inflation - Effects of Inflation- Nature of inflation in a developing economy - policy measures to curb inflation- monetary policy and inflation targeting</p>
<b>S.Y. B.A.F. SEM III - BUSINESS ECONOMICS</b>	
<b><u>Course Outcomes:</u></b>	
<b><u>An introduction to the basic analytical tools of macroeconomics to evaluate macroeconomic conditions such as inflation, unemployment, and growth.</u></b>	
<b><u>The aim is to provide a clear explanation of many aspects of aggregate economic variables to inspire a consistent way of thinking about key macroeconomic phenomena.</u></b>	
<b><u>The course intends to familiarize the commerce students with basic concepts of macroeconomics and public finance with certain common features of economic occurrence in the real world.</u></b>	
<b><u>LESSON PLAN</u></b>	
<b>MONTH</b>	<b>UNITS/ MODULE COVERAGE</b>
<b>JULY</b>	<b>MODULE 01: Introduction</b>



	<p>Macroeconomics: Meaning, Scope, and Importance.</p> <p>Circular flow of aggregate income and expenditure and its Importance- closed and open economy models</p> <p>The Measurement of National Product: Meaning and Importance of National Income Accounting- conventional and Green GNP and NNP concepts -National Income and Economic Welfare.</p> <p>Trade Cycles: Features and Phases</p> <p>Classical Macroeconomics: Say’s law of Markets - Features, Implications, and Criticism</p>
<b>AUGUST</b>	<b>MODULE 02: MONEY, PRICES, AND INFLATION</b>
	<p>Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money</p> <p>Demand for Money: Classical and Keynesian approaches and Keynes’ liquidity preference theory of interest - Friedman’s restatement of Demand for money</p> <p>Money and prices: Quantity theory of money - Fisher’s equation of exchange - Cambridge cash balance approach</p> <p>Inflation: Demand-Pull Inflation and Cost-Push Inflation - Effects of Inflation- Nature of inflation in a developing economy - policy measures to curb inflation- monetary policy and inflation targeting</p>
<b>SEPTEMBER &amp; OCTOBER</b>	<b>MODULE 03: Introduction to Public Finance</b>
<b>R</b>	<p>Meaning and Scope of Public finance.</p> <p>Major fiscal functions : allocation function, distribution function &amp; stabilization function</p> <p>Principle of Maximum Social Advantage: Dalton and Musgrave Views - the Principle in Practice, Limitations.</p> <p>Relation between Efficiency, Markets and Governments</p> <p>The concept of Public Goods and the role of Government</p>



	<b>MODULE 04: Public revenue, Public Expenditure and Debt</b>
NOVEMBER	<p>Sources of Public Revenue : tax and non-tax revenues Objectives of taxation - Canons of taxation - Types of taxes : direct and indirect - Tax Base and Rates of taxation : proportional, progressive and regressive taxation</p> <p>Shifting of tax burden: Impact and incidence of taxation - Processes- factors influencing incidence of taxation Economic Effects of taxation: on Income and Wealth, Consumption, Savings, Investments and Production. Redistributive and Anti – Inflationary nature of taxation and their implications</p> <p>Public Expenditure: Canons - classification - economic effects of public spending - on production, consumption, distribution, employment and stabilization - Theories of Public Expenditure: Wagner’s Hypothesis and Wiseman Peacock Hypothesis - Causes for Public Expenditure Growth.</p> <p>Significance of Public Expenditure: Social security contributions- Low Income Support and Social Insurance Programmes. Public Debt : Classification - Burden of Debt Finance : Internal and External Public Debt and Fiscal Solvency</p>
	<b>MODULE 05 : Fiscal Management and Financial Administration</b>
DECEMBER	<p>Fiscal Policy: Meaning, Objectives, constituents and Limitations.</p> <p>Contra cyclical Fiscal Policy and Discretionary Fiscal Policy : Principles of Sound and Functional Finance</p> <p>Budget- Meaning objectives and types - Structure of Union budget - Deficit concepts-Fiscal Responsibility and Budget Management Act.</p> <p>Intergovernmental Fiscal Relations : fiscal federalism and fiscal decentralization - central-state financial relations - 14th Finance Commission recommendations</p>

**F.Y. B.M.S. SEM I BUSINESS ECONOMICS**

This paper provides an overall introduction to economics as dealing with the problems of allocation of scarce resources in optimum manner.

It aims to build a familiarity with the basic tools of consumer and producer theory, the operation of markets and optimisation in an economic context.

In order to explain economic issues and solutions in a practical manner, the concepts are to be



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discussed with case studies and numerical problems wherever applicable.	
	<b>MODULE 01: Introduction</b>
SEPTEMBER	Scope and Importance of Business Economics Basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium
	<b>MODULE 02 : Demand Analysis</b>
OCTOBER	Demand Function - nature of demand curve under different markets. Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and significance - methods of demand estimation : survey and statistical methods (numerical illustrations on trend analysis and simple linear regression)
	<b>MODULE 03 : Supply and Production Decisions and Cost of Production</b>
NOVEMBER	Production function: short run analysis with Law of Variable Proportions Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications)
	<b>MODULE 04 : Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition</b>





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DECEMBER	Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly Monopolistic competition:Equilibrium of a firm under monopolistic competition, debate over role of advertising (topics to be taught using case studies from real life examples) Oligopolistic markets: key attributes of oligopoly - Collusive and non collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples)
	<b>MODULE 05 : Pricing Practices</b>
DECEMBER	Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing (case studies on how pricing methods are used in business world)
<b>F.Y. B.B.I. SEM I BUSINESS ECONOMICS</b>	
This paper provides an overall introduction to economics as dealing with the problems of allocation of scarce resources in optimum manner.	
It aims to build a familiarity with the basic tools of consumer and producer theory, the operation of markets and optimisation in an economic context.	
In order to explain economic issues and solutions in a practical manner, the concepts are to be discussed with case studies and numerical problems wherever applicable.	
<b>LESSON PLAN</b>	
	<b>MODULE 01: Introduction</b>
SEPTEMBER	Scope and Importance of Business Economics Basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium
	<b>MODULE 02 : Demand Analysis</b>



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OCTOBER	<p>Demand Function - nature of demand curve under different markets. Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts</p> <p>Demand estimation and forecasting: Meaning and significance - methods of demand estimation : survey and statistical methods (numerical illustrations on trend analysis and simple linear regression)</p>
	<b>MODULE 03 : Supply and Production Decisions and Cost of Production</b>
NOVEMBER	<p>Production function: short run analysis with Law of Variable Proportions Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale.</p> <p>Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications)</p>
	<b>MODULE 04 : Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition</b>
DECEMBER	<p>Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly</p> <p>Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising (topics to be taught using case studies from real life examples)</p> <p>Oligopolistic markets: key attributes of oligopoly - Collusive and non collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples)</p>
	<b>MODULE 05 : Pricing Practices</b>
DECEMBER	<p>Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing (case studies on how pricing methods are used in business world)</p>
	<b>EVEN SEMESTER ~ 2020-21</b>
	<b>S.Y.BCOM. BUSINESS ECONOMICS IV</b>



Public Finance Issues are central to economic and Political discourse worldwide, as one of the primary functions of government is to generate resources from its people to spend money for improving the lives of its people.

The primary objective of this course is to provide students with the tools to understand the underlying concepts and practical tradeoffs entailed in Public finance policy alternatives.

Discussion of Union budget in classroom helps students in understanding the evaluation and analytical methods as well.

**LESSON PLAN**

	<b>MODULE 01 : The Role of Government in an economy</b>
<b>JANUAR Y</b>	<p>Meaning and Scope of Public finance.</p> <p>Major fiscal functions : allocation function, distribution function &amp; stabilization function</p> <p>Principle of Maximum Social Advantage: Dalton and Musgrave Views - the Principle in Practice, Limitations.</p> <p>Relation between Efficiency, Markets and Governments</p> <p>The concept of Public Goods and the role of Government</p>
	<b>MODULE 02 : Public Revenue</b>
<b>MID- FEBRUAR Y</b>	<p>Sources of Public Revenue : tax and non-tax revenues</p> <p>Objectives of taxation - Canons of taxation - Types of taxes : direct and indirect - Tax Base and Rates of taxation : proportional, progressive and regressive taxation</p> <p>Shifting of tax burden: Impact and incidence of taxation - Processes- factors influencing incidence of taxation</p> <p>Economic Effects of taxation: on Income and Wealth, Consumption, Savings, Investments and Production.</p> <p>Redistributive and Anti – Inflationary nature of taxation and their implications</p>
	<b>MODULE 03 : Public Expenditure and Public Debt</b>



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<b>MID-FEBRUARY &amp; MARCH</b>	Public Expenditure: Canons - classification - economic effects of public spending - on production, consumption, distribution, employment and stabilization - Theories of Public Expenditure: Wagner’s Hypothesis and Wiseman Peacock Hypothesis - Causes for Public Expenditure Growth - Significance of Public Expenditure: Low Income Support and Social Insurance Programmes.  Public Debt : Classification - Burden of Debt Finance : Internal and External- Public Debt and Fiscal Solvency
<b>MODULE 04 : Fiscal policy and Management</b>	
<b>APRIL</b>	Fiscal Policy: Meaning, Objectives, constituents and Limitations.  Contra cyclical Fiscal Policy and Discretionary Fiscal Policy : Principles of Sound and Functional Finance  Budget- Meaning objectives and types - Structure of Union budget - Deficit concepts  Intergovernmental Fiscal Relations : fiscal federalism and fiscal decentralization - centralstate financial relations

**S.Y. BMS SEM IV - BUSINESS ECONOMICS II**

**Course Outcomes:**

**An introduction to the basic analytical tools of macroeconomics to evaluate macroeconomic conditions such as inflation, unemployment, and growth.**

**The aim is to provide a clear explanation of many aspects of aggregate economic variables to inspire a consistent way of thinking about key macroeconomic phenomena.**

**The course intends to familiarize the commerce students with basic concepts of macroeconomics and with certain common features of economic occurrence in the real world.**

**LESSON PLAN**

<b>MONTH</b>	<b>UNITS/ MODULE COVERAGE</b>
	<b>MODULE 01: Introduction to Macroeconomic Data and Theory</b>
<b>JANUARY</b>	Macroeconomics: Meaning, Scope, and Importance.  Circular flow of aggregate income and expenditure and its Importance- closed and open economy models



**‘BUNTS SANGHA’S  
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	<p>The Measurement of National Product: Meaning and Importance of National Income Accounting- conventional and Green GNP and NNP concepts -National Income and Economic Welfare.</p> <p>Short run economic fluctuations : Features and Phases of Trade Cycles</p> <p>The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate, Supply - Consumption Function - Investment function - effects of Investment, Multiplier on Changes in Income and Output</p>
	<b>MODULE 02: 2 Money, Inflation and Monetary Policy</b>
<b>FEBRUARY</b>	<p>Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money</p> <p>Demand for Money: Classical and Keynesian approaches and Keynes’ liquidity preference theory of interest - Friedman’s restatement of Demand for money</p> <p>Money and prices: Quantity theory of money - Fisher’s equation of exchange - Cambridge cash balance approach</p> <p>Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy.</p> <p>Monetary Policy: Meaning, objective, instruments and inflation targeting</p>
	<b>MODULE 03: Constituents of Fiscal Policy</b>
<b>MARCH</b>	<p>Role of a Government to provide Public goods- Principles of Sound and Functional Finance</p> <p>Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy</p> <p>Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance</p> <p>Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act.</p>
	<b>MODULE 04: Open Economy : Theory and Issues of International Trade</b>



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<b>APRIL</b>	<p>The basis of international trade :Ricardo’s Theory of comparative cost advantage - The Heckscher – Ohlin theory of factor endowments- terms of trade - meaning and types Factors determining terms of trade - Gains from trade - Free trade versus protection</p> <p>Foreign Investment : Foreign Portfolio investment- Benefits of Portfolio capital flows Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational corporations</p> <p>Balance of Payments: Structure -Types of Disequilibrium - Measures to correct disequilibrium in BOP.</p> <p>Foreign Exchange and foreign exchange market : Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed flexibility</p>
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**T.Y. BBI - SEM VI : CENTRAL BANKING**

**Course Outcomes:**

This course studies the purpose and the functions of central banks and monetary policies and how they have evolved over time.

Students are introduced to the tools of monetary policy and to the rules that central banks follow, with special attention to inflation targets.

At the end of the course students know the effects of the main policy tools and understand how central banks affect the financial system and the economy more generally and the role they have played in the recent financial crisis

**LESSON PLAN**

MONTH	UNITS/ MODULE COVERAGE
	<b>MODULE 01: An Overview of Central Banking</b>
<b>JANUARY</b>	<p>Overview: Concept of Central Banking, Institutional Growth of Central Banking, The Changing Face of Central Banking.</p> <p>Role of Central Banks: Determination of Goals, Inflation Targeting, Exchange Rate Targeting, Money Supply Targeting, Money Growth Targeting, Viable Alternatives to Central Bank,Central Banking in India.</p> <p>Contemporary Issues, Autonomy and Independence, Credibility, Accountability and Transparency of a Central Bank.</p>
	<b>MODULE 02: RBI as the Central Bank of India</b>




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<b>MID-FEBRUARY</b>	<p>Policy Framework for RBI: Organizational Framework, Operational Framework – Role as a Central Banker, Promotional Role of RBI, Regulatory Role of RBI.</p> <p>RBI and Monetary Policy Macroeconomic Policies: Meaning &amp; Objectives. Monetary Policy- Meaning &amp; Objectives Monetary Policy in India - Goals, Targets and Instruments.</p> <p>A Brief Overview of Fiscal Policy, Striking Balance between Inflation and Growth through Monetary and Fiscal Policies</p>
	<b>MODULE 03: Supervisory Role of RBI</b>
<b>FEBRUARY &amp; MARCH</b>	<p>Regulation and Supervision: Need for Regulation and Supervision, Banking Regulation Act, 1949, Banking Regulation and Supervision, Functions of the Department of Supervisory, Regulations Review Authority, Unified Regulator v/s Multiple Regulators.</p> <p>RBI – On-site Inspection and Off-site Monitoring and Surveillance: The Core Principles for Effective Supervision – On-site Examination – Off-site Surveillance – On-site Inspection and Off-site Monitoring in India – Off-site Monitoring in Different Countries – Computerized Off-site Monitoring and Surveillance (OSMOS).</p> <p>RBI and Financial System, Introduction, Functions, Characteristics of Financial System, Role of RBI in Regulating Financial System and Financial Sector Reforms.</p>
	<b>MODULE 04: Central Bank in other Countries</b>
<b>APRIL</b>	<p>Federal Reserve System – Bank of England – The European Central Banking, Bank of Japan, Peoples Bank of China.</p> <p>Interconnectivity of Central Banks with Other International Financial Institutions, ADB, IMF, World Bank, and BIS,(Objectives, Role and Functions)</p>
	<b>MODULE 05: Central Banking in Cyber World</b>
<b>APRIL</b>	E -Banking, E- money, IT induced Changes and Monetary Policy, E- payments, Risks in the New IT Era, Impact of IT, Globalization and Central Banks.


**F.Y. BAF FOUNDATION COURSE II**

**Course Outcomes:**  
**To acquaint students with the various social issues existing in Indian society.**  
**To help students develop opinions and suggestions on various social issues.**



  
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**‘BUNTS SANGHA’S  
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**To make aware students aware of their fundamental duties as Indian citizens and various aspects of political processes in India.**

**LESSON PLAN**

<b>MONTH</b>	<b>UNITS/ MODULE COVERAGE</b>
	<b>MODULE 01: Globalization &amp; Indian Society</b>
<b>JANUAR Y</b>	Globalization and Indian Society: Understanding the concepts of liberalization, privatization and globalization.  Growth of information technology and communication and its impact manifested in everyday life.  Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization.  Rise in corporate farming and increase in farmers’ suicides.
	<b>MODULE 02: Human Rights</b>
<b>MID- FEBRUAR Y</b>	Human Rights: Concept of Human Rights; origin and evolution of the concept  The Universal Declaration of Human Right.  Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
	<b>MODULE 03: Ecology</b>
<b>FEBRUAR Y &amp; MARCH</b>	Ecology : Importance of Environment Studies in the current developmental context, Understanding concepts of Environment, Ecology and their interconnectedness.  Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life.  Sustainable development- concept and components; poverty and environment
	<b>MODULE 04: Understanding Stress &amp; Conflict</b>
<b>APRIL</b>	Understanding Stress and Conflict : Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual.  Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society.





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	Aggression and violence as the public expression of conflict
	<b>MODULE 05: Managing Stress &amp; Conflict in Contemporary Society</b>
<b>APRIL</b>	Managing Stress and Conflict in Contemporary Society : Types of conflicts and use of coping mechanisms for managing individual stress; Maslow’s theory of self-actualisation.  Different methods of responding to conflicts in society.  Conflict-resolution and efforts towards building peace and harmony in society.

<b>DEBBIE JAMES</b>	
<b>Semester I – Business Communication Paper I</b>	
<b>Course Outcomes:</b>	
<ol style="list-style-type: none"> <li>1. To develop awareness of the complexity of the communication process</li> <li>2. To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener</li> <li>3. To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups</li> <li>4. To develop effective writing skills so as enable students to write in a clear, concise, persuasive and audience centred manner</li> <li>5. To develop ability to communicate effectively with the help of electronic media</li> </ol>	
<b>LESSON PLAN</b>	
<b>MONTH</b>	<b>UNITS/MODULE COVERAGE</b>
<b>SEPTEMBER</b>	<b>Unit 1: Theory of Communication</b>
	<b>1. Concept of Communication</b>
	Meaning, Definition, Process, Need, Feedback
	Emergence of Communication as a key concept in the Corporate and Global world



	Impact of technological advancements on Communication
	<b>2. Channels and Objectives of Communication</b>
	Channels-- Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine
	Objectives of Communication -- Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)
	<b>3. Methods and Modes of Communication</b>
	Methods: Verbal and Nonverbal
	Characteristics of Verbal Communication Characteristics of Non-verbal Communication
	Business Etiquette Modes: Telephone and SMS Communication (General introduction to Telegram to be given)
	Facsimile Communication [Fax]
	Computers and E- communication Video and Satellite Conferencing
	<b>4. Problems in Communication /Barriers to Communication</b>
	Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers
	Ways to Overcome these Barriers
	<b>5. Listening</b>
OCTOBER	Importance of Listening Skills
	Cultivating good Listening Skills
	<b>6. Introduction to Business Ethics</b>
	Concept and Interpretation Importance of Business Ethics



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	Personal Integrity at the workplace
	Business Ethics and media
	Computer Ethics
	Corporate Social Responsibility
	<b>Unit 2: Business Correspondence</b>
NOVEMBER	<b>1. Theory of Business Letter Writing</b>
	Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block
	Principles of Effective Letter Writing
	Principles of effective Email Writing
DECEMBER	<b>2. Personnel Correspondence</b>
	Statement of Purpose
	Job Application Letter and Resume
	Letter of Acceptance of Job Offer, Letter of Resignation
	[Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]
	<b>Unit 3: Language and Writing Skills</b>
	<b>1. Commercial Terms used in Business Communication</b>
	<b>2. Paragraph Writing</b>
Developing an idea, using appropriate linking devices, etc	
Cohesion and Coherence, self-editing, etc	
[Interpretation of technical data, Composition on a given situation, a short informal report etc.]	



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	DEBBIE JAMES
<b>Semester II – Business Communication Paper II</b>	
<b>Course Outcomes:</b>	
Learners will be able to read and understand the basic communication aspects such as formal mail drafting, letter drafting, leadership and motivational concepts.	
They will be able to prepare for successful careers that meet the global industrial corporate requirement.	
Provides an environment for learners to work on multidisciplinary projects as a part of different teams to enhance their team building capabilities like leadership and motivation and they can demonstrate the same in real world situations.	
	<b>LESSON PLAN</b>
<b>MONTH</b>	<b>UNITS/MODULE COVERAGE</b>
JANUARY	<b>Unit 1: Presentation Skills</b>
	<b>1. Presentations : (to be tested in tutorials only) (15 Lec.)</b>
	Principles of Effective Presentation
	Effective use of OHP
	Effective use of Transparencies
	How to make a Power-Point Presentation
	<b>Unit 2 : Group Communication (15 Lec.)</b>
	<b>1. Interviews : Group Discussion, Preparing for an Interview</b>
	Types of Interviews – Selection, Appraisal, Grievance, Exit
FEBRUARY	<b>2. Meetings : Need and Importance of Meetings, Conduct of Meeting and Group Dynamics</b>
	Role of the Chairperson, Role of the Participants
	Drafting of Notice, Agenda and Resolutions
	<b>3. Conference : Meaning and Importance of Conference</b>
	Organizing a Conference



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	Modern Methods : Video and Tele-Conferencing
MARCH	<b>4. Public Relations : Meaning, Functions of PR Department</b>
	External and Internal Measures of PR
	<b>Unit 3 : Business Correspondence (15 Lec.)</b>
	<b>1. Trade Letters :</b>
	Order, Credit and Status Enquiry, Collection (Just a brief introduction to be given)
	Only following to be taught in detail :-
	Letters of Inquiry, Letters of Complaints, Claims, Adjustments
	Sales Letters, Promotional Leaflets and Fliers
	Consumer Grievance Letters
Letters under Right to Information (RTI) Act	
	[Teachers must provide students with theoretical constructs wherever necessary in order to create awareness. However students are not be tested on the theory.]
APRIL	<b>Unit 4 : Language and Writing Skills (15 Lec.)</b>
	1. Reports :
	Parts, Types, Feasibility Reports, Investigative Reports
	2. Summarisation :
	Identification of main and supporting / sub points, Presenting these in cohesive manner.

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**F.Y.BCOM SEM I – MATHEMATICS AND STATISTICS .**

CRITERION I - CURRICULAR ASPECTS



  
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**COURSE OUTCOMES:**

- 1) Knowledge of shares and mutual funds
- 2) Understanding of I.P.P, permutation and combination, measures of central tendency and measures of dispersion.
- 3) Learning to solve probability problem
- 4) Solving Decision theory problems

<b>LESSON PLAN</b>	
<b>MONT HS</b>	<b>UNITS / MODULES COVERAGE</b>
	<b>UNIT 1: SHARES AND MUTUAL FUNDS</b>
	<ul style="list-style-type: none"> <li>• Shares: Concept of share, face value, market value, dividend, equity shares, preferential shares, bonus shares. Simple examples.</li> </ul>
<b>SEPTE MBER &amp; OCTO BER(til 18th )</b>	<ul style="list-style-type: none"> <li>• Mutual Funds: Simple problems on calculation of Net income after considering entry load, dividend, change in Net Asset Value (N.A.V.) and exit load. Averaging of price under the Systematic Investment Plan (S.I.P.)</li> </ul>
	<b>UNIT 3: SUMMARIZATION MEASURES</b>
<b>OCTO BER</b>	<ul style="list-style-type: none"> <li>• Measure of central tendency : Arithmetic Mean, Median, and Mode for grouped as well as ungrouped data. Quartiles, Deciles and Percentiles. Using Ogive locate median and Quartiles. Using Histogram locate mode. Combined and Weighted mean.</li> <li>• Measures of Dispersions: Concept and idea of dispersion. Various measures Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Combined Variance.</li> </ul>

**CRITERION I - CURRICULAR ASPECTS**



  
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<b>NOVE MBER</b>	<p><b>UNIT 2 : PERMUTATION , COMBINATION AND LINEAR PROGRAMMING</b></p> <ul style="list-style-type: none"> <li>• Permutation and Combination: Factorial Notation, Fundamental principle of counting, Permutation as arrangement, Simple examples, combination as selection, Simple examples, Relation between <math>n C_r</math> and <math>n P_r</math></li> <li>• Linear Programming Problem: Sketching of graphs of (i) linear equation <math>A x + B y + C = 0</math> (ii) linear inequalities. Mathematical Formulation of Linear Programming Problems up to 3 variables. Solution of Linear Programming Problems using graphical method up to two variables.</li> </ul>
<b>DECE MBER</b>	<p><b>UNIT 4: ELEMENTARY PROBABILITY THEORY</b></p> <ul style="list-style-type: none"> <li>• Probability Theory: Concept of random experiment/trial and possible outcomes; Sample Space and Discrete Sample Space; Events their types, Algebra of Events, Mutually Exclusive and Exhaustive Events, Complimentary events. Classical definition of Probability, Addition theorem (without proof), conditional probability Independence of Events: <math>P( A \cap B ) = P(A) P(B)</math>. Simple examples.</li> <li>• Random Variable: Probability distribution of a discrete random variable; Expectation and Variance of random variable, simple examples on probability distributions</li> </ul>
<b>DECE MBER</b>	<b>UNIT 5: DECISION THEORY</b>
	<p>Decision making situation, Decision maker, Courses of Action, States of Nature, Pay-off and Pay-off matrix; Decision making under uncertainty, Maximin , Maximax, Minimax regret and Laplace criteria; simple examples to find optimum decision. Formulation of Payoff Matrix. Decision making under Risk, Expected Monetary Value (EMV); Decision Tree; Simple Examples based on EMV. Expected Opportunity Loss (EOL), simple examples based on EOL.</p>

**F.Y.BCOM SEM II– MATHEMATICS AND STATISTICS ..**



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**COURSE OUTCOMES:**

- 1) Learners will get knowledge of interest ,annuity, concepts of regression and correlation.
- 2)They will be able to understand concept of derivatives and apply them in various problems ,
- 3)Knowledge about various Probability distributions will be obtained.
- 4) Learners will understand Time series , Index number.

**LESSON PLAN**

MONTH	UNITS / MODULES COVERAGE
JAN	<p>1) Functions, Derivatives and Their Applications</p> <p>Concept of real functions: Constant function, linear function, <math>x^n, e^x, a^x, \log x</math>. Demand, Supply, Total Revenue, Average Revenue, Total cost, Average cost and Profit function. Equilibrium Point, Break-even point.</p> <p>Derivative of functions: Derivative as rate measure, Derivative of <math>x^n, e^x, a^x, \log x</math>. Rules of derivatives: Scalar multiplication, sum, difference, product, quotient (Statements only), Simple problems. Second order derivatives. Applications: Marginal Cost, Marginal Revenue, Elasticity of Demand. Maxima and Minima for functions in Economics and Commerce.</p>
FEB	<p>2)Interest and Annuity</p> <p>Interest: Simple Interest, Compound Interest (Nominal&amp; Effective Rate of Interest), Calculations involving upto 4 time periods. Annuity: Annuity Immediate and its Present value, Future value. Equated Monthly Installments (EMI) using reducing balance method &amp; amortization of loans. Stated Annual Rate &amp; Affective Annual Rate Perpetuity and its present value. Simple problems involving up to 4 time periods.</p> <p>3)Bivariate Linear Correlation and Regression Correlation Analysis: Meaning, Types of Correlation, Determination of Correlation: Scatter diagram, Karl Pearson’s method of Correlation Coefficient (excluding Bivariate Frequency Distribution Table) and Spearman’s Rank Correlation</p>





	Coefficient.
	Regression Analysis: Meaning, Concept of Regression equations, Slope of the Regression Line and its interpretation. Regression Coefficients (excluding Bivariate Frequency Distribution Table), Relationship between Coefficient of Correlation and Regression Coefficients , Finding the equations of Regression lines by method of Least Squares.
MARCH	<p>4)) Time series and Index Numbers</p> <p>Time series: Concepts and components of a time series. Representation of trend by Freehand Curve Method, Estimation of Trend using Moving Average Method and Least Squares Method (Linear Trend only ). Estimation of Seasonal Component using Simple Arithmetic Mean for Additive Model only (For Trend free data only). Concept of Forecasting using Least Squares Method.</p> <p>Index Numbers: Concept and usage of Index numbers, Types of Index numbers, Aggregate and Relative Index Numbers, Lasperye's, Paasche's, Dorbisch-Bowley's, Marshall-Edgeworth and Fisher's ideal index numbers, Test of Consistency: TimeReversal Test and Factor Reversal Test. Chain Base Index Nos. Shifting of</p>




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	Baseyear. Cost of Living Index Numbers, Concept of Real Income, Concept of Wholesale Price Index Number.
APRIL	5)Elementary Probability Distributions
	<p>Probability Distributions: Discrete Probability Distribution: Binomial, Poisson (Properties and applications only, no derivations are expected) Continuous Probability distribution: Normal Distribution. (Properties and applications only, no derivations are expected)</p>

		DR. LIJI SANTOSH
<b>SR. NO.</b>	<b>MON TH</b>	<b>MONTHWISE PLANNING FOR FYBCOM SEM II BUSINESS ECONOMICS II</b>
1	JANUARY	Perfect competition and Monopoly models as two extreme cases - profit maximisation and the competitive firm’s supply curve - Short run and long run equilibrium of a firm and of industry - monopoly - Sources of monopoly power – short run and long- run equilibrium of a firm under Monopoly
2	FEBRUARY	Collusive and non-collusive oligopoly market, Price rigidity, Cartels and price leadership models • Features of monopolistic competition: Product differentiation and role of sales promotion, short run and long run equilibrium, monopolistic verses perfect competition- excess capacity and inefficiency ( topics to be taught using case studies from real life examples)
3	MARCH	cost oriented pricing methods : cost –plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing (case studies on how pricing methods are used in business world)
4	APRIL	Meaning and importance steps in capital budgeting- Techniques of Investment appraisal : payback period method, net present value method, and internal rate of return method (with numerical examples)

CRITERION I - CURRICULAR ASPECTS



  
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Sr. No.	MONTHWISE PLANNING FOR TYBCOM SEM VI BUSINESS ECONOMICS VI	
Unit	MON TH	Modules
1	JANUARY	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.
2	FEBRUARY	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
3	MARCH	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
4	APRIL	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
Sr. No.	MONTHWISE PLANNING FOR SYBBI SEM IV MACRO ECONOMICS	
Unit	MON TH	Modules
1	JANUARY	Introduction to Macroeconomic Data and Theory · Macroeconomics: Meaning, Scope and Importance. · Circular flow of aggregate income and expenditure: closed and open economy models · The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare. · Short run economic fluctuations : Features and Phases of Trade Cycles · The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function - effects of Investment Multiplier on Changes in Income and Output



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2	FEBRUARY	Money, Inflation and Monetary Policy · Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money · Demand for Money : Classical and Keynesian approaches and Keynes’ liquidity preference theory of interest · Money and prices : Quantity theory of money - Fisher’s equation of exchange - Cambridge cash balance approach · Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation Nature of inflation in a developing economy. · Monetary policy :Meaning, objectives and instruments, inflation targeting
3	MARCH	Constituents of Fiscal Policy · Role of a Government to provide Public goods- Principles of Sound and Functional Finance · Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy · Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance · Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act.
4	APRIL	Open Economy : Theory and Issues of International Trade ·The basis of international trade : Ricardo’s Theory of comparative cost advantage - Heckscher – Ohlin theory of factor endowments - terms of trade - meaning and types - Factors determining terms of trade - Gains from trade - Free trade versus protection ·Foreign Investment : Foreign Portfolio investment- Benefits of Portfolio capital flows-Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational corporations ·Balance of Payments: Structure - Types of Disequilibrium - Measures to correct disequilibrium in BOP. Foreign Exchange and foreign exchange market : Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed flexibility

ZAINAB RANGWALA

PROGRAM: S.Y.B.Com.- SEMESTER III	
COURSE: -ACCOUNTANCY AND FINANCIAL MANAGEMENT -III	
Month	Topics

CRITERION I - CURRICULAR ASPECTS



  
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June & July	Partnership Final Accounts based on Adjustment of Admission or Retirement/Death of a Partner during the year i) Simple final accounts questions to demonstrate the effect on final Accounts when a partner is admitted during the year or when partner Retires / dies during the year. ii) Allocation of gross profit prior to and after admission / retirement / death when stock on the date of admission / retirement is not given and apportionment of other expenses based on time / Sales/other given basis. iii) Ascertainment of gross profit prior to and after admission/retirement/death when stock on the date of admission/retirement is given and apportionment of other expenses based on time / Sales / other given basis Excluding Questions where admission / retirement / death takes place in the same year.
August	Piecemeal Distribution of Cash Excess Capital Method only, Asset taken over by a partner, Treatment of past profits or past losses in the Balance sheet, Contingent liabilities / Realization expenses / amount kept aside for expenses and adjustment of actual, Treatment of secured liabilities,
September	Piecemeal Distribution of Cash Treatment of preferential liabilities like Govt. dues / labor dues etc. Excluding: Insolvency of partner and Maximum Method
October	Amalgamation of Firms, Realization method only, Calculation of purchase consideration, Journal / ledger accounts of old firms, Preparing Balance sheet of new firm, Adjustment of goodwill in the new firm, Realignment of capitals in the new firm by current accounts / cash or a combination thereof Excluding Common transactions between the amalgamating firms
November	Amalgamation of Firms, Realization method only, Calculation of purchase consideration, Journal / ledger accounts of old firms, Preparing Balance sheet of new firm, Adjustment of goodwill in the new firm, Realignment of capitals in the new firm by current accounts / cash or a combination thereof Excluding Common transactions between the amalgamating firms Conversion / Sale of a Partnership Firm into a Ltd. Company, Realization method only, Calculation of New Purchase consideration, Journal / Ledger Accounts of old firms. Preparing Balance sheet of new company
December	Conversion / Sale of a Partnership Firm into a Ltd. Company, Realization method only, Calculation of New Purchase consideration, Journal / Ledger Accounts of old firms. Preparing Balance sheet of new company
Course outcome: - To familiarize the learners with the fundamental aspects of Partnership final accounts with attributes of admission, retirement and death of partner. To introduce the basic concepts, functions, process, techniques of Piecemeal Distribution of Cash. To give a comprehensive overview of Amalgamation and Conversion of a Partnership firm	



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ASHISH NAVIK	
<b>SEMESTER 1: FYBCOM A &amp; B</b>	
<b>COMMERCE-I</b>	
<b>MONTH</b>	<b>SYLLABUS</b>
September	<p><b>1.1 Introduction : Concept, Functions, Scope and Significance of business.</b>  <b>Traditional and Modern Concept of business.</b></p> <p><b>1.2 Objectives of : Steps in setting business Business objectives, classification of business objectives,</b>  <b>Reconciliation of Economic and Social Objectives.</b></p> <p><b>1.3 New Trends in : Impact of Liberalization, Business Privatization and Globalization, Strategy alternatives in the changing scenario.</b></p> <p><b>Restructuring and Turnaround Strategies.</b></p>
October	<p><b>Module - II BUSINESS ENVIRONMENT :</b></p> <p><b>2.1 Introduction : Concept and Importance of business environment, Inter-relationship between Business and Environment.</b></p> <p><b>2.2 Constituents of : Internal and External Business Environment, Educational Environment Environment and its impact, International Environment – Current Trends in the World, International Trading Environment – WTO and Trading Blocs and their impact on Indian Business.</b></p>



November	<p><b>PROJECT PLANNING :</b></p> <p><b>3.1 Introduction :</b> Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance.</p> <p><b>3.2 Business Unit Promotion :</b> Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion.</p> <p><b>3.3 Statutory Requirements in Promoting Business Unit :</b> Licensing and Registration procedure, Filling returns and other documents, Other important legal provisions.</p>	
December	<p><b>ENTREPRENEURSHIP : [10 Lectures]</b></p> <p><b>4.1 Introduction : Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur.</b></p> <p><b>4.2 The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India.</b></p> <p><b>4.3 Women Entrepreneurs : Problems and Promotion.REVISION</b></p>	
Course Outcome	<p>Students will understand the term of Business it features, objectives and importance.</p> <p>Students will be able to understand the steps in setting business objectives.</p> <p>Understand the concept of LPG.</p> <p>Students will be able to distinguish the components of the Business Environment into internal and external components.</p> <p>Students will become familiar with the international environment of business.</p>	



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<b>COMMERCE - II</b>	
<b>(F.Y.B.Com. – SEM 2 )</b>	
<b>MONTH</b>	<b>LESSON PLAN</b>
January	<p><b>Unit I Concept of Services</b></p> <p><b>Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian.</b></p> <p><b>Marketing Mix Services: Consumer expectations, Services Mix, - Product, Place, Price, and Promotion, Process of Services delivery, Physical evidence and people.</b></p> <p><b>Service Strategies:Market research and Service development cycle, Managing demand and capacity, opportunities and challenges in service sector.</b></p>
February	<p><b>Unit II Retailing</b></p> <p><b>Introduction: Concept of organized and unorganized retailing , Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers</b></p> <p><b>Retail Format: Store format, Non – Store format, Store Planning, design and layout</b></p> <p><b>Retail Scenario: Retail Scenario in India and Global context – Prospects and Challenges in India.</b></p> <p><b>Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing</b></p>
March	<p><b>Unit III Recent Trends in Service Sectors</b></p> <p><b>ITES Sector: Concept and scope of BPO, KPO, LPO and ERP.</b></p> <p><b>Banking and Insurance Sector: ATM, Debit &amp; Credit Cards, Internet Banking – Opening of Insurance sector for private players, FDI and its impact on Banking and Insurance Sector in India</b></p> <p><b>Logistics: Net working – Importance – Challenges</b></p> <p><b>Unit VI</b></p> <p><b>Introduction: Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce</b></p>
APRIL	<p><b>Unit VI</b></p> <p><b>Types of E-Commerce: Basic ideas and Major activities of B2C,B2B, C2C.</b></p> <p><b>Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates; on-line Marketing Research.</b></p>





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<p><b>COURSE OUTCOME</b></p> <p><b>Understand the concept of Service, Marketing Mix for services and Service strategies.</b></p> <p><b>Comprehend the concept of Retailing, Trends in retailing, Retail format and current scenario in retailing.</b></p> <p><b>Familiarize with the recent trends in service sector.</b></p> <p><b>Learn the concept and trends in E-Commerce.</b></p>	
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STEFFI SALVE

SUBJECT: COMMERCE V - MARKETING	
COURSE: B.COM CLASS: THIRD YEAR	
Course Outcome: After studying the subject, students will understand the Marketing strategies and Marketing decisions of a firm to survive, gain competitive advantage and compete effectively in the Industry.	
MONTH	TEACHING-LEARNING PLAN
June	· Introduction to the Subject
July	· Marketing, Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing · Marketing Research - Concept, Features, Process
August	· Marketing Information System-Concept, Components · Data Mining- Concept, Importance · Consumer Behaviour- Concept, Factors influencing Consumer Behaviour
September	· Market Segmentation- Concept, Benefits, Bases of market segmentation · Customer Relationship Management- Concept, Techniques · Market Targeting- Concept, Five patterns of Target market Selection · Marketing Mix- Concept, · Product- Product Decision Areas
October	· 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 Positioning- Concept, Strategies of Product Positioning · Service Positioning- Importance & Challenges

CRITERION I - CURRICULAR ASPECTS



  
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November	<p>Pricing- Concept, Objectives, Factors influencing Pricing, Pricing Strategies</p> <ul style="list-style-type: none"> <li>· Physical Distribution- Concept, Factors influencing Physical Distribution,</li> <li>· Marketing Channels (Traditional &amp; Contemporary Channels)</li> <li>· Supply Chain Management-Concept, Components of SCM</li> <li>· Promotion- Concept, Importance, Elements of Promotion mix</li> <li>· Integrated Marketing Communication (IMC)- Concept, Scope , Importance</li> </ul>
December	<ul style="list-style-type: none"> <li>· Sales Management- Concept, Components, Personal Selling</li> <li>· Marketing Ethics: Concept, Unethical practices in marketing</li> <li>· Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher Marketing Ethics</li> <li>· Rural Marketing- Concept, Features of Indian Rural Market</li> <li>· Digital Marketing, Green Marketing, Careers in Marketing</li> <li>· Factors contributing to Success of brands in India with suitable examples,</li> <li>· Reasons for failure of brands in India with suitable examples.</li> <li>· Revision</li> <li>· Quiz</li> </ul>
<b>Teaching Methodology</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation,</li> <li>2. Class Discussion,</li> <li>3. Online Newspaper Articles Discussion,</li> <li>4. Concept related Videos,</li> <li>5. Flipped classroom,</li> <li>6. Group Presentations,</li> <li>7. Break out rooms on Zoom,</li> <li>8. Case studies as applicable.</li> </ol>

SEMESTER VI

SUBJECT: HUMAN RESOURCE  
MANAGEMENT


COURSE: B.COM. CLASS: THIRD YEAR

Course Outcome: After studying this subject, the students will be acquainted with practices of human resource management, human resource development and human relations as HR plays a key role in developing, reinforcing and setting the culture of an organization.

<u>MONTH</u>	<u>TEACHING-LEARNING PLAN</u>
JANUARY	<ul style="list-style-type: none"> <li>· Introduction to the Subject</li> <li>· Concept of HRM- its Nature, importance and Function – Role of HR Managers in the changing Business Environment</li> <li>· Human Resource Planning: Importance and Process</li> <li>· HRP-Job Analysis-Meaning and Uses (THROUGH JOB PORTALS, NEWSPAPER ADVERTISEMENTS)</li> </ul>

CRITERION I - CURRICULAR ASPECTS



  
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	<ul style="list-style-type: none"> <li>· Recruitment and its sources</li> </ul>
FEBRUARY	<ul style="list-style-type: none"> <li>· Selection Procedure, Employment Tests and interviews-their roles and types –Importance of Placement and Induction</li> <li>· Concept and Scope of HRD- Training and Development-Importance, Types and Methods (CLASS DISCUSSION)</li> <li>· Performance Appraisal-benefits, limitations, and techniques of appraisal. 360 Degree Appraisal</li> <li>· Employee Retention-Compensation and Incentives</li> <li>· Nature and importance of human relations-Leadership-Traits and Styles.</li> </ul>
MARCH	<ul style="list-style-type: none"> <li>· Motivation-Factors of motivation-Theories of motivations-Maslow’s Theory, Herzberg’s Theory and McGregor’s X &amp; Y Theory, Pink’s Theory. Employee Morale-Nature and Importance</li> <li>· Grievances handling and procedure (CLASS DISCUSSION)</li> <li>· Current Issues in HRM</li> <li>· Human Resource Accounting-Concept, advantage and limitations.</li> <li>· Human resource Audit-Objective and scope</li> <li>· Group Dynamics and team Building, Emotional Quotient and Mentoring, Career Planning and Development Empowerment and Participation (CLASS DISCUSSION)</li> </ul>
APRIL	<ul style="list-style-type: none"> <li>· Emerging challenges in HRM –managing workforce diversity-Managing Downsizing, Outsourcing</li> <li>· Safety and security management-Importance (CLASS DISCUSSION)</li> <li>· Revision</li> </ul>
MAY	<ul style="list-style-type: none"> <li>· Examination</li> </ul>
<b>Teaching Methodology</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation,</li> <li>2. Class Discussion,</li> <li>3. Online Newspaper Articles Discussion,</li> <li>4. Concept related Videos,</li> <li>5. Flipped classroom,</li> <li>6. Break out rooms on Zoom,</li> <li>7. Case studies as applicable.</li> </ol>



I hereby declare that I have completed the syllabus of subjects allotted to me for Term II:

1. TYBMS- Retail Management
2. SYBMS- FC-Ethics and Governance
3. FYBMS- Principles of Management and
4. TYBCOM- Commerce VI (HRM)

<b>FOUNDATION COURSE (CONTEMPORARARY ISSUES) - SYBCOM (SEM IV)</b>	
<b>MONTH</b>	<b>SYLLABUS</b>
<b>January</b>	<p><b>Unit 1: Significant, Contemporary Rights of Citizens</b></p> <p><b>A. Rights of Consumers-Violations of consumer rights and important provisions of the Consumer Protection Act, 2016; Other important laws to protect consumers; Consumer courts and consumer movements.</b></p> <p><b>B. Right to Information- Genesis and relation with transparency and accountability; important provisions of the Right to Information Act, 2005; some success stories.</b></p> <p><b>C. Protection of Citizens’/Public Interest-Public Interest Litigation, need and procedure to file a PIL; some landmark cases.</b></p> <p><b>D. Citizens’ Charters, Public Service Guarantee Acts.</b></p>
<b>February</b>	<p><b>Unit 2: Approaches to understanding Ecology</b></p> <p><b>A. Understanding approaches to ecology- Anthropocentrism, Biocentrism and Eco centrism, Ecofeminism and Deep Ecology.</b></p> <p><b>B. Environmental Principles-1: the sustainability principle; the polluter pays principle; the precautionary principle.</b></p> <p><b>C. Environmental Principles-2: the equity principle; human rights principles; the participation principle.</b></p>
<b>March</b>	<p><b>Unit 3: Science and Technology –II</b></p> <p><b>Part A:Some Significant Modern Technologies, Features and Applications</b></p> <p><b>i. Laser Technology- Light Amplification by Stimulated Emission of Radiation; use of laser in remote sensing, GIS/GPS mapping, medical use.</b></p> <p><b>ii. Satellite Technology- various uses in satellite navigation systems, GPS, and imprecise climate and weather analyses.</b></p> <p><b>iii. Information and Communication Technology- convergence of various technologies like satellite, computer and digital in the information revolution of</b></p>



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	<p><i>today’s society.</i></p> <p><i>iv. Biotechnology and Genetic engineering- applied biology and uses in medicine, pharmaceuticals and agriculture; genetically modified plant, animal and human life.</i></p> <p><i>v. Nanotechnology- definition: the study, control and application of phenomena and materials at length scales below 100 nm; uses in medicine, military intelligence and consumer products.</i></p> <p><b>Part B:Issues of Control, Access and Misuse of Technology.</b></p>
<b>April</b>	<p align="center"><b>Unit 4: Introduction to Competitive Exams</b></p> <p><i>asic information on Competitive Examinations- the pattern, eligibility criteria and locuate Record Examinations (GRE), Graduate Management Admission Test GMAT), election Commission (SSC), State Public Service Commissions, Banking and Insura profession.</i></p> <p align="center"><b>Part B. Soft skills required for competitive examinations</b></p> <p><i>: Quantitative Ability, Data Interpretation, Verbal Ability and Logical Reasoning, C</i></p> <p><i>ii. Motivation: Concept, Theories and Types of Motivation</i></p> <p><i>al-Setting: Types of Goals, SMART Goals, Stephen Covey’s concept of human endo</i></p> <p><i>iv. Time Management: Effective Strategies for Time Management</i></p> <p><i>paragraph Writing, Report Writing, Filing an application under the RTI Act, Consum</i></p>
<b>May</b>	<b>Revision</b>
<b>COURSE</b>	
<b>OUTCOME</b>	
<ul style="list-style-type: none"> <li>• <i>Students will be able to acquire knowledge about different contemporary rights of citizens.</i></li> <li>• <i>Students will be able to understand different approaches to ecology.</i></li> <li>• <i>Students will be able to describe different modern technologies, features and its application.</i></li> <li>• <i>Students will be able to acquaint themselves with various competitive exams and prepare for the same</i></li> </ul>	

HAMID KHAN

	<b>S.Y.B.COM SEM III</b>
	<b>BUSINESSS LAW I</b>
<b><u>MONTH</u></b>	<b><u>MODULES / UNITS / TOPICS</u></b>
June	<b>Indian Contract Act – 1872 Part – I</b>
	Contract – Definition of Contract and Agreement
July	<b>Indian Contract Act – 1872 Part – II</b>

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	Essentials of Valid Contract, Classification of Contracts.
	Offer and Acceptance – Rules of valid offer and acceptance, Counter offer, standing or open offer, distinguish between offer and invitation to offer. Concept of Communication and Revocation of offer and acceptance (sec. 3,5)
	Capacity to Contract (S. 10-12) – Minor, Unsound Mind, Disqualified Persons.
	Consideration (S. 2 & 25) – Concept and Importance of consideration, Legal rules of Consideration, Exceptions to the Rule, ‘No Consideration No Contract’ (Ss. 25) Unlawful Consideration (S 23)
August	<b>Indian Contract Act – 1872 Part – II</b>
	Consent (Ss.13, 14-18, 39.53, 55, 66) - Agreements in which consent is not free - Coercion, Undue Influence, Misrepresentation Fraud, Mistake.
	Void Agreements (S. 24-30) – Concept, Void Agreements under Indian Contract Act.
	Contingent Contract (S. 31), Quasi Contract (S.68-72), Concept of E-Contract & Legal Issues in formation and discharge of E-Contract. Concept of Performance of Contract (S 37)
	Modes of Discharge of Contract, Remedies on breach of Contract (73-75)
	<b>Special Contracts</b>
	Law of Indemnity & Guarantee (Ss. 124-125, Ss. 126-129, 132-147) – Concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety.
September	<b>Indian Contract Act – 1872 Special Contracts</b>
	Law of Bailment (S. 148, 152-154, 162, 172, 178, 178A, 179) – Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee
	Law of Pledge – Concept, Essentials of valid Pledge, Lien - concept, Difference between Pledge and Lien, Rights of Pawnor & Pawnee. (Ss. 173, 174, 177)
	Law of Agency (Ss. 182-185, 201-209) – Concept, Modes of creation of Agency, Modes of termination of Agency, Rights& Duties of Principal and Agent.
	<b>The Sale Of Goods Act - 1930</b>
	Contract of Sale (S.2) – Concept, Essentials elements of contract of sale, Distinction between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods. Effects of Destruction of Goods (Ss. 6,7.8)
October	<b>The Sale Of Goods Act - 1930</b>
	Conditions & Warranties (Ss. 11-25 & 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied Conditions & Warranties, Concept of Doctrine of Caveat Emptor – Exceptions.
	Property – Concept, Rules of transfer of property (Ss. 18-26)



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	Unpaid Seller (Ss. 45-54, 55 & 56) - Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61), Auction sale – Concept, Legal Provisions. (S. 64)
	<b>Kinds Promissory note and Bill of exchange, Cheque (S.6) – Concept, Types &amp; Crossing of Cheque, Distinguish between Bill of Exchange &amp; Cheque, Dishonour of Cheque – Concept &amp; Penalties (Ss. 138, 139,142)</b>
	Miscellaneous Provisions (S. 8-10, 22, 99-102, 118-122, 134-137) – Parties to Negotiable instruments Holder, Holder in due course, Rights & Privileges of Holder in due course, Payment in due course, Noting & Protest (99-104A)
November	<b>The Negotiable Instruments (Amended) Act 2015</b>
	Negotiable Instruments – Concept (S13), Characteristics, Classification of Negotiable Instruments (Ss. 11, 12, 17-20, 42, 43, 104, 134, 135) Promissory Note and Bill of Exchange (Ss. 4,5, 108-116) - Concept, Essentials of Promissory Note, Bill of Exchange (Ss. 4, 5), Essential features of promissory note and Bill of exchange
	<b>The Negotiable Instruments (Amended) Act 2015</b>
	Maturity of Instruments, Kinds Promissory note and Bill of exchange, Cheque (S.6) – Concept, Types & Crossing of Cheque, Distinguish between Bill of Exchange & Cheque, Dishonour of Cheque – Concept & Penalties (Ss. 138, 139,142)
December	Miscellaneous Provisions (S. 8-10, 22, 99-102, 118-122, 134-137) – Parties to Negotiable instruments Holder, Holder in due course, Rights & Privileges of Holder in due course, Payment in due course, Noting & Protest (99-104A)
	<b><u>COURSE OUTCOME</u></b>
	Upon successful completion of Business Law I, the student will be able to:
	Demonstrate an understanding of the Legal Environment of Business.
	Identify the fundamental legal principles behind contractual agreements.
	Apply basic legal knowledge to business transactions.
	Communicate effectively using standard business and legal terminology.
	The relevance of business law to individuals and businesses and the role of law in an economic, political and social context.
	<b>BUSINESS LAW II</b>
	<b>(S.Y.BCOM – SEM IV) AY 2020-21</b>
<b>MONTH</b>	<b>TOPIC</b>



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JANUARY	Indian Companies Act – 2013 Part-I
	Company –Concept, Features, Role of Promoters (S. 2(69) S. 92),Duties and liabilities of the Promoter Effects of Pre-Incorporation contracts, Consequences of non-registration, and Lifting of Corporate Veil.
	Classification of Companies Distinction between Private Company and Public Company
	Advantages and disadvantages of Private company and Public Company. – Common Procedure for Incorporation of Company,
	Memorandum of Association (MOA) & Article of Association(AOA) – Concept , Clauses of MOA, AOA- Contents, Doctrine of constructive notice, Doctrine of Ultra Vires, Doctrine of Indoor Management. Prospectus – Concept, Kinds, Contents, Private Placement
FEBRUAR Y	<b>Indian Companies Act – 2013, Part –II</b>
	Member of a Company –Concept, Who can become a member, Modes of acquiring membership, Cessation of membership, Right & Liabilities of Members.
	Director – Qualifications& Disqualification, Classification, Director Identification Number (DIN), Legal Position of Directors.
	Meetings – Types, Legal Provisions of Statutory Meeting, Annual General
	Meeting, Extra-Ordinary Meeting, Board Meeting. Partnership – Concept, Essentials, True Test of Partnership, Partnership Deed, Types of Partnership, Rights and Duties of Partners, Distinguish between Partnership & Hindu Undivided Family (HUF).
	Dissolution – Concept, Modes of Dissolution, Consequences of Dissolution.
MARCH	Limited Liability Partnership (LLP) 2008 – Concept, Characteristics, Advantages & Disadvantages, Procedure for Incorporation.
	Extent of L.L.P.- Conversion of LLP, Mutual rights & duties of partners, Winding up of LLP, Distinction between LLP and Partnership.
	<b>Consumer Protection Act, 1986 &amp; Competition Act 2002</b>
	Consumer Protection Act – Concept , Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Consumer Dispute, Unfair Trade Practices, Goods and Services.
	Consumer Protection Councils & Redressal Agencies – District, State & National.
	Competition Act 2002 – Concept, Salient Features, Objectives & Advantages.
	Abuse of Dominant Position, Competition Commission of India, Anti Competition Agreements,
	Concept , Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency,





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	Consumer Dispute, Unfair Trade Practices, Goods and Services.
	Consumer Protection Councils & Redressal Agencies – District, State & National.
	Competition Act 2002 – Concept, Salient Features, Objectives & Advantages.
	Abuse of Dominant Position, Competition Commission of India, Anti-Competition Agreements
APRIL	INTELLECTUAL PROPERTY RIGHTS
	Concept, Nature, Introduction & background of IPR in India.
	IPR relating to Patents – Concepts of Invention and discovery, Comparison (S2 (j)), Concept of Patents, General principles applicable to working of patented inventions, Term of Patent. Infringement of Patent Rights & Remedies. (Ss. 104-115)
	IPR relating to Copyrights- Concept of Copyright (Ss. 14, 16, 54,) Concept of author and authorised acts, (S.2) Ownership of Copy right (S.17) Duration or term of Copy right. (S. 22-27), Original work and fair use, Rights of Copyright holder, Infringement of Copyrights & Remedies. (Ss. 51, 52)
	IPR relating to Trademarks –Concept, Functions of Trade Mark, types, trademarks that cannot be registered, Registration of Trade Marks and rights of the proprietor of Trade Marks. Procedure for registration of Trade Marks., Infringement of Trademarks & Remedies.
	<b><u>COURSE OUTCOME</u></b>
	Upon successful completion of Business Law II, the student will be able to:
	Demonstrate an understanding of the Legal Environment of Business.
	Identify the fundamental legal principles behind contractual agreements.
	Apply basic legal knowledge about Indian Companies.
	Communicate effectively using standard business and legal terminology.
	The relevance of business law to individuals and businesses and understanding the provisions, their requirements and effect.

BAF

SAHANA RAVIPRASAD

	<b>S.Y. B.COM. SEM III – INTRODUCTION TO MANAGEMENT ACCOUNTING</b>
<b>MONTH</b>	<b>UNITS/MODULE COVERAGE</b>

CRITERION I - CURRICULAR ASPECTS



  
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<p align="center">JULY - AUGUST</p>	<p><b>Module 3:</b> Working Capital Management: Concept, Nature of Working Capital, Estimation and Operating Cycle</p> <p><b>Methodology:</b> Quiz using Google Forms or Quizziz Breakout room activity - sum solving</p>
<p align="center">SEPTEMB ER - OCTOBER</p>	<p><b>Module 1:</b></p> <p>A. Introduction to Management Accounting Nature, Scope and Functions of Management Accounting – Role of Management Accounting in Decision Making – Management Accounting and Financial Accounting</p> <p>B. Analysis and Interpretation of Accounts – Vertical Balance Sheet and P &amp; LA/c</p> <p>a. Trend Analysis b. Comparative Statement c. Common Size Statement</p> <p><b>Methodology:</b> Quiz using Google Forms or Quizziz Breakout room activity - Sum solving</p>
<p align="center">NOVEMB ER</p>	<p><b>Module 2:</b> Ratio Analysis</p> <p>a. Balance sheet ratios b. Revenue statement ratios c. Combined ratios</p> <p><b>Methodology:</b> Quiz using Google Forms or Quizziz Breakout room activity - Sum solving Ratio analysis of companies</p>
<p align="center">DECEMBE R</p>	<p><b>Module 4:</b> Capital Budgeting: Introduction, Capital Budgeting Projects and Techniques - Pay -back Period, ARR, NPV, PI, Discounted Payback.</p> <p><b>Methodology:</b> Quiz using Google Forms or Quizziz Breakout room activity - Sum solving</p>
<p align="center"><b>COURSE OUTCOM E</b></p>	<p><b>The learners will understand the practical application of various financial analysis tools and will help them in evaluation of the various targets achievable in future. The course will make the students employable as Finance Manager in the field of Accounting and Finance.</b></p>



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<b>S.Y. BBI. SEM III – MANAGEMENT ACCOUNTING</b>	
<b>MONTH</b>	<b>UNITS/MODULE COVERAGE</b>
JULY - AUGUST	<b>Module 3:</b> Working Capital Management: Concept, Nature of Working Capital, Estimation and Operating Cycle
SEPTEMBER - OCTOBER	<b>Module 1:</b> Introduction to Management Accounting Nature, Scope and Functions of Management Accounting – Role of Management Accounting in Decision Making – Management Accounting and Financial Accounting <b>Module 2:</b> Ratio Analysis d. Balance sheet ratios e. Revenue statement ratios f. Combined ratios
NOVEMBER	<b>Module 4:</b> Capital Budgeting: Introduction, Capital Budgeting Projects and Techniques - Pay -back Period, ARR, NPV, PI, Discounted Payback.
<b>METHODOLOGY</b>	<b>Quiz using Google Forms or Quizziz</b> <b>Breakout room activity - Sum solving</b>
<b>COURSE OUTCOME</b>	<b>The learners will understand the practical application of various financial analysis tools and will help them in evaluation of the various targets achievable in future. The course will make the students employable as Finance Manager in the field of Accounting and Finance.</b>

<b>T.Y. B.B.I SEM V – AUDITING - I</b>	
<b>MONTH</b>	<b>UNITS/MODULE COVERAGE</b>
JULY	<b>Module 1: Introduction to Auditing</b> <b>Basics</b> –Financial Statements, Users of Information, Definition of Auditing, Objectives of Auditing – Primary and Secondary, Expression of Opinion, Detection of Frauds and Errors, Inherent limitations of Audit. Difference between Accounting and Auditing, Investigation and Auditing. <b>Errors &amp; Frauds</b> –Definitions, Reasons and Circumstances, Types of Error – Commission, Omission, Compensating error. Types of frauds, Risk of Fraud and Error in Audit, Auditors Duties and Responsibilities in Case of Fraud



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	<p><b>Principles of Audit</b> – Integrity, Objectivity, Independence, Skills, Competence, Work Performed by Others, Documentation, Planning, Audit Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting</p> <p><b>Types of Audit</b> – Meaning, Advantages and Disadvantages of Balance sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit and Annual Audit.</p>
AUGUST - SEPTEMBER	<p><b>Module 2: Audit Planning, Procedures and Documentation:</b></p> <p><b>Audit Planning</b> – Meaning, Objectives, Factors to be Considered, Sources of Obtaining Information, Discussion with Client, Overall Audit Approach.</p> <p><b>Audit Program</b> – Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work, Instruction before Commencing Work, Overall Audit Approach</p> <p><b>Audit Working Papers</b> - Meaning, Importance, Factors Determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books</p> <p><b>Audit Notebook</b> – Meaning, Structure, Contents, General Information, Current Information, Importance.</p>
OCTOBER	<p><b>Module 3: Auditing Techniques and Internal Audit Introduction</b></p> <p><b>Test Check-</b> Test Checking Vs Routing Checking, Test Check meaning, Features, Factors to be Considered, When Test Checks Can be Used, Advantages, Disadvantages and Precautions.</p> <p><b>Audit Sampling</b> - Audit Sampling, Meaning, Purpose, Factors in Determining Sample Size -Sampling Risk, Tolerable Error and Expected Error, Methods of Selecting Sample Items, Evaluation of Sample Results, Auditors Liability in Conducting Audit Based on Sample.</p> <p><b>Internal Control</b> - Meaning and Purpose, Review of Internal Control, Advantages, Auditors Duties, Review of Internal Control, Inherent Limitations of Internal Control, Internal Control Samples for Sales and Debtors, Purchases and Creditors, Wages and Salaries. Internal Checks Vs Internal Control, Internal Checks Vs Test Checks.</p> <p><b>Internal Audit</b> -Meaning, Basic Principles of Establishing Internal Audit, Objectives, Evaluation of Internal Audit by Statutory Auditor, Usefulness of Internal Audit, Internal Audit Vs External Audit, Internal Checks Vs Internal Audit.</p>
	<p><b>Module 4:</b></p> <p>Auditing Techniques: Vouching Audit of Income - Cash Sales, Sales on Approval, Consignment Sales, Sales Returns Recovery of Bad Debts written off, Rental Receipts, Interest and Dividends Received, Royalties Received. Audit of Expenditure - Purchases, Purchase Returns, Salaries and Wages, Rent, Insurance Premium, Telephone Expenses, Postage and Courier, Petty Cash Expenses, Travelling Commission, Advertisement, Interest Expenses.</p> <p><b>Module 5:</b></p>



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NOVEMBER R - DECEMBER R	Auditing Techniques: Verification Audit of Assets Book Debts / Debtors, Stocks -Auditors General Duties; Patterns, Dies and Loose Tools, Spare Parts, Empties and Containers, Quoted Investments and Unquoted Investment, Trade Marks / Copyrights, Patents, Know-how, Plant and Machinery, Land and Buildings, Furniture and Fixtures. Audit of Liabilities - Outstanding Expenses, Bills Payable, Secured loans, Unsecured Loans, Contingent Liabilities.
	<b>METHODOLOGY:</b>  <b>Quiz - topic wise</b> <b>Group Discussion using breakout room</b>
<b>COURSE OUTCOME</b>	<b>The learners will understand the importance of Financial Statements, the users of those statements, importance of an error free financial statement for a company, how the Auditing is done by an Auditor to identify those Errors and Frauds. If the learners wish to take up any further career in Finance or if they want to pursue further studies in Finance then this course will be very useful to them.</b>

<b>T.Y. B.A.F. SEM V – FINANCIAL MANAGEMENT - II</b>	
<b>MONTH</b>	<b>UNITS/MODULE COVERAGE</b>
JULY - OCTOBER	<b>Module 2:</b> <b>Capital Budgeting – Project Planning &amp; Risk Analysis</b> Introduction - Capital Budgeting Process, Project Classification and Investment Criteria. Techniques of Capital Budgeting - NPV, Benefit Cost Ratio, Internal Rate of Return, Modified Internal Rate of Return, Payback period, Discounted Payback Period and ARR. (Inclusive of Estimation of Project Cash Flows) Capital Rationing – Meaning, Need and Dealing with Capital Rationing Problems Risk Analysis in Capital Budgeting – Sources and Perspectives of Risk, Sensitivity Analysis, Scenario Analysis, Simulation Model, Decision Tree Analysis and Break-Even Analysis.
OCTOBER - NOVEMBER R	<b>Module 3:</b> <b>Capital Structure Theories and Dividend Decisions</b> Capital Structure Theories – Background, Assumptions, Definitions and Taxation and Capital Structure Types – Net Operating Income, Net Operating Income Approach, Traditional Position, Modigliani and Miller Approach, Trade off Theory and Signalling Theory. Dividend Decisions- Need, Importance, Formulation, Legal and Procedural Aspects. Dividend Decision Models - Walter, Gordon, Graham & Dodd Model and M-M Model



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NOVEMBER - DECEMBER	<p><b>Module 4: Mutual Fund and Bond Valuation</b> Introduction to Mutual Fund- History &amp; Origin, Definition, Meaning, Characteristics, Advantages, Disadvantages, Limitations of Mutual Funds, Ethics in Mutual Fund. Entities involved – Sponsor, Trust, Trustee, Asset Management Company, Registrar and Transfer Agent ( RTA) and Fund Houses in India. Classification of Mutual Fund - Functional/Operational – Open ended, close ended, Interval, Portfolio – Income, Growth, Balanced, MMMF, Geographical/ Location – Domestic and Offshore, Tax Saving Funds, Exchange Traded Funds , Balance Funds , Fixed Term Plan Debt Funds and SIP. Calculations of NAV, Entry Load and Exit Load. Bond Valuation - Meaning, Measuring Bond Returns – Yield to Maturity, Yield to call and Bond Pricing. Bond Pricing Theorems, Bond Risks and Bond Duration. (Practical Problems on YTM and Bond Duration.)</p>
DECEMBER	<p><b>Module 5: Credit Management</b> Credit Management – Terms of Payment, Credit Policy Variables, Credit Evaluation, Credit Granting Decision, Control of Accounts Receivables i.e. Receivables Management, Ageing Schedule and Credit Management in India</p> <p><b>Module 1: Strategic Financial Management</b> Strategic Financial Management – Need and Importance Corporate, Business and Functional Strategy Financial Planning - Need and Importance Profit Maximization Wealth Maximization Interface of Financial Policy and Strategic Management Relationship of Finance to Economics and Accounting Role of Financial Manager</p>
<b>COURSE OUTCOME</b>	<p><b>The learners will learn various investment techniques like Capital Budgeting, Capital Structure theories, Dividend Decision models and Credit Management which will help them in making quick investment decisions and will make the students employment ready in the field of Finance as Financial Advisors or as Chief Accountant, provided if they do some further studies in the same field.</b></p>

SWATI SHETTY

	<b>FYBAF - SEM I – FINANCIAL MANAGEMENT-I</b>
<b>MONTH</b>	<b>UNITS/MODULE</b>

CRITERION I - CURRICULAR ASPECTS



  
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<b>1</b>	<b>Introduction to Financial Management</b>
September	<ul style="list-style-type: none"> <li>● Introduction</li> <li>● Meaning and Importance</li> <li>● Scope and Objectives</li> <li>● Profit VS Value Maximization</li> </ul>
<b>2</b>	<b>Concepts in Valuation</b>
October	<ul style="list-style-type: none"> <li>● The Time Value of Money and Present Value</li> <li>● Internal Rate of Return Bonds Returns</li> <li>● The Returns from Stocks Annuity</li> <li>● Techniques of Discounting</li> <li>● Techniques of Compounding</li> </ul>
<b>3</b>	<b>Leverage</b>
November	<ul style="list-style-type: none"> <li>● Introduction</li> <li>● EBIT &amp; EPS Analysis</li> <li>● Types of Leverages: Operating Leverage, Financial Leverage &amp; Composite Leverage</li> <li>● Relationship between Operating Leverage and Financial Leverage (Including Practical Problems)</li> </ul>
<b>4</b>	<b>Types of Financing</b>
December	<ul style="list-style-type: none"> <li>● Introduction</li> <li>● Needs of Finance and Sources: Long Term, Medium Term, Short-Term</li> <li>● Long-Term Sources of Finance</li> <li>● Short Term Sources of Finance</li> </ul>
<b>5</b>	<b>Cost of Capital</b>
January	<ul style="list-style-type: none"> <li>● Introduction</li> <li>● Definition and Importance of Cost of Capital and Measurement of Cost of Capital</li> <li>● WACC</li> </ul> <p>(Including Practical Problems)</p>
	<b>METHODOLOGY</b>
	<ul style="list-style-type: none"> <li>● <b>Concept based Quiz using Google form and Quizzes</b></li> <li>● <b>Break-out room activity for Sum Solving</b></li> <li>● <b>Powerpoint Presentations</b></li> </ul>
<b>Course Outcome</b>	<b>The learners will learn to measure risk and returns and will be able to calculate various financial assets. They will be in the position to estimate cash flows from a project and can evaluate various risks in investment decisions.</b>

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	Learners can also apply the concept of financial management in contemporary financial events.
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	<b>FYBBI-SEM I –ENVIRONMENT AND MANAGEMENT OF FINANCIAL SERVICES</b>
<b>MONTH</b>	<b>UNITS/MODULE</b>
<b>1</b>	<b>Introduction to Financial System</b>
September	<ul style="list-style-type: none"> <li>● <b>Financial System</b> <ul style="list-style-type: none"> <li>○ Institutional set- up</li> <li>○ Marketing Structure</li> <li>○ Instruments</li> <li>○ Overview of different kinds of financial services. (e.g Leasing, Hire purchase, factoring, forfeiting, Bill financing/Bill discounting, housing finance, letter of credit, insurance, venture capital, merchant banking, stock broking and credit rating.)</li> </ul> </li> </ul>
<b>2</b>	<b>Phases of Development of Banking and Insurance</b>
October	<ul style="list-style-type: none"> <li>● Significance and Role of Banking and Insurance in mobilizing savings, investment, accumulation and economic growth.</li> </ul> Functions and working of banking and insurance companies
<b>3</b>	<b>Management, Regulation and Development</b>
November	<ul style="list-style-type: none"> <li>● Risk management within the organizations of Banks and Insurance companies</li> <li>● Asset - Liability Management in Banking and Insurance</li> </ul> Organizational structure and management
<b>4</b>	<b>Regulatory and Developmental Framework of Banking &amp; Insurance</b>
December	<ul style="list-style-type: none"> <li>● Banking companies and RBI Acts and legal framework governing the insurance.</li> <li>● Developmental Activities of RBI and IRDA</li> <li>● Mechanism of supervision and regulation.</li> </ul> Prudential Norms.
	<b>METHODOLOGY</b>
	<ul style="list-style-type: none"> <li>● <b>Concept based Quiz using Google form and Quizzes</b></li> <li>● <b>Group Discussion using Break-out room</b></li> <li>● <b>Powerpoint Presentations</b></li> </ul>
<b>Course Outcome</b>	<b>The learners will understand to assess consumer financial needs and mechanism for fulfilling these needs. They will be able to apply financial concepts, theories and tool and would be in the position to evaluate the legal, ethical and economic environment related to financial services.</b>





<b>SYBBI-SEM III –FINANCIAL MANAGEMENT-I</b>	
<b>MONTH</b>	<b>UNITS/MODULE</b>
<b>1</b>	<b>Introduction to Finance and Financial Management</b>
July	<p><b>A) Introduction to Finance</b></p> <ul style="list-style-type: none"> <li>• Meaning and definition of finance</li> <li>• Importance finance</li> <li>• Types of Finance: Public and Private</li> <li>• Sources of finance</li> </ul> <p>1. <b>Long Term Sources:</b> Term Loans, Debentures, Bonds, Zero Coupon bonds, Convertible Bonds, Equity shares, Preference shares, CD, CP, Public Deposits                  2. <b>Short Term sources:</b> Bank Finance, Trade Credit, Other Short-Term Sources                  3. Venture Capital and Hybrid Financing</p> <p><b>B) Financial Management</b></p> <ul style="list-style-type: none"> <li>• Meaning and Importance of Financial Management</li> <li>• Scope of Financial Management</li> <li>• Functions and Objectives of Financial Management</li> <li>• Primary Objective of Corporate Management</li> <li>• Agency Problem</li> <li>• Organization of Finance Function</li> <li>• Emerging role of Finance Managers in India.</li> </ul> <p><b>C) Objectives of the Firm</b></p> <ul style="list-style-type: none"> <li>• Profit Maximization and Shareholders Wealth Maximization,</li> <li>• Profit V/s Value Maximization</li> </ul>
<b>2</b>	<b>Financial Goal Setting and Time Value of Money</b>
August – September	<p><b>A) Financial Goal Setting</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Financial Forecasting – Meaning, Techniques, Benefits</li> <li>• Approaches to Financial Planning</li> <li>• Economic Value Added (EVA)– Measurement &amp; Components</li> <li>• Free Cash Flow (FCF) -</li> </ul> <p><b>B) Time Value of Money</b></p> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Present Value</li> <li>• Annuity</li> <li>• Techniques of Discounting</li> <li>• Techniques of Compounding,</li> </ul>
<b>3</b>	<b>Investment Decisions: Capital Budgeting</b>
September- October	<p><b>A) Capital Budgeting</b></p> <ul style="list-style-type: none"> <li>• Nature of Capital Budgeting</li> </ul>

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	<ul style="list-style-type: none"> <li>• Purpose of Capital Budgeting</li> <li>• Capital Budgeting Process</li> <li>• Types of Capital Investment</li> <li>• Basic Principle of Measuring Project Cash Flows</li> <li>• Increment Principle, Long Term Funds Principle, Exclusion of Financial Cost Principle, Post Tax Principle</li> <li>• Probability technique for measurement of cash flow</li> <li>• Capital Budgeting Techniques: Net Present Value Profitability Index and Discounted Pay Back Method.</li> <li>• A Comparison; Project Selection Under Capital Rationing</li> </ul> <p>(Note: Problems on computation of cash flow, ranking of projects on various techniques, selection and analysis with / without capital rationing)</p>
<b>4</b>	<b>Financial Decisions</b>
November-December	<p><b>A) Cost of Capital:</b></p> <ul style="list-style-type: none"> <li>• Introduction and Definition of Cost of Capital</li> <li>• Measurement of Cost of Capital</li> <li>• Measurement of WACC using book value and market value method.</li> <li>• Measuring Marginal Cost of Capital</li> </ul> <p><b>B) Capital Structure Decisions:</b></p> <ul style="list-style-type: none"> <li>• Meaning and Choice of Capital Structure</li> <li>• Importance of Optimal Capital Structure</li> <li>• EBIT -EPS Analysis</li> <li>• Capital Structure Theories</li> <li>• Dividend Policies (Walter &amp; Gordon)</li> </ul>
	<p><b>METHODOLOGY</b></p> <ul style="list-style-type: none"> <li>• <b>Concept based Quiz using Google form and Quizzes</b></li> <li>• <b>Break-out room activity for Sum Solving</b></li> <li>• <b>Powerpoint Presentations,Excel and Whiteboard in zoom</b></li> </ul>
<b>Course Outcome</b>	<b>The learners will learn to measure risk and returns and will be able to calculate various financial assets. They will be in the position to estimate cash flows from a project and can evaluate various risks in investment decisions. Learners can also apply the concept of financial management in contemporary financial events.</b>

<b>SYBBI-SEM III –FOUNDATION COURSE -III</b>	
<b>MONTH</b>	<b>UNITS/MODULE</b>
<b>1</b>	<p><b>An Overview of Banking Industry</b></p> <ul style="list-style-type: none"> <li>• Definition of Banks, Types of Banks, Principles of Banking</li> <li>• Banking System in India, Overview of RBI, Public, Private, Co-operative, Payment Bank, Regional Rural Banks</li> </ul>




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July-August	<ul style="list-style-type: none"> <li>Emerging trends of banking - Universal banking, electronic banking, globalization of banking.</li> <li>Brief history of banking sector reforms from 1991-2000 and Current developments in banking sector</li> <li>Regulatory Architecture – Overview of Banking Regulation Act 1949, Banking Regulation Act (Amendment 2015), Payment and Settlement Act 2007, Negotiable Instrument Act 1881, BIS, Basel I, II and III.</li> <li>Bank Crises in India</li> <li>Critical Evaluation of Banking Industry in India</li> </ul>
<b>2</b>	<b>Commercial Banking and Customer – Banker Relationship</b>
September-October	<ul style="list-style-type: none"> <li>Definition and meaning of Commercial Bank, Evolution of Commercial Banking in India, Functions of Commercial Bank, Services offered by Commercial Bank.</li> <li>Retail Banking – Meaning, Features, Significance of Retail Banking and Overview of its products</li> <li>Corporate Banking -Meaning, Features, Significance of Corporate Banking and Overview of its products</li> <li>Rural Banking - Meaning, Features, Significance of Rural Banking and Overview of its products</li> <li>Banking Ombudsman – Meaning and Functions</li> </ul>
	<p><b>METHODOLOGY</b></p> <ul style="list-style-type: none"> <li><b>Concept based Quiz using Google form and Quizzes</b></li> <li><b>Group Discussion using Break-out room activity.</b></li> <li><b>Powerpoint Presentations</b></li> </ul>
<b>Course Outcome</b>	<b>The learners will able to understand various services offered, risks faced by banks and also will understand banking innovations after nationalization. They will also understand various principles, provisions that govern banking companies.</b>

	<b>TYBAF-SEM V –FINANCIAL ACCOUNTING-V</b>
<b>MONTH</b>	<b>UNITS/MODULE</b>

CRITERION I - CURRICULAR ASPECTS



  
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**‘BUNTS SANGHA’S  
S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT STUDIES, POWAI.**

<b>1</b>	<b>Underwriting of shares &amp; debentures</b>
July-August	Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract Practical problems
<b>2</b>	<b>Buy Back of Shares</b>
August – September	Company Law / Legal provisions (including related restrictions, power, transfer to capital redemption reserve account and prohibitions). Compliance of conditions including sources, maximum limits and debt equity ratio. Cancellation of Shares Bought back (Excluding Buy Back of minority shareholding) Practical problems
<b>3</b>	<b>AS – 14 - Amalgamation, Absorption &amp; External Reconstruction (excluding inter-company holdings)</b>
October	In the nature of merger and purchase with corresponding accounting treatments of pooling of interests and purchase method respectively. Meaning and Computation of purchase consideration. Problems based on purchase method only. Practical problems
<b>4</b>	<b>Internal Reconstruction</b>
Nov ember	Need for reconstruction and company law provisions. Distinction between internal and external reconstruction. Methods including alteration of share capital, variation of shareholder rights, sub division, consolidation, surrender and reissue / cancellation, reduction of share capital with relevant legal provisions and accounting treatment for same. Practical problems
<b>5</b>	<b>Liquidation of Companies</b>
December	Meaning of liquidation or winding up Preferential payments Overriding preferential payments Preparation of statement of affairs, deficit / surplus account Liquidator’s final statement of account Practical problems
	<b>METHODOLOGY</b> <ul style="list-style-type: none"> <li>● <b>Concept based Quiz using Google form and Quizzes</b></li> <li>● <b>Break-out room activity for Sum solving</b></li> </ul>



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	<ul style="list-style-type: none"> <li>● Powerpoint Presentations</li> <li>● Excel and Whiteboard in Zoom</li> </ul>
<b>Course Outcome</b>	<b>Learners will develop the ability to use accounting information to solve a variety of business problems. They will also understand the purpose of financial statements in relationship to decision making.</b>

<b>TYBBI-SEM V –FINANCIAL SERVICE MANAGEMENT</b>	
<b>MONTH</b>	<b>UNITS/MODULE</b>
<b>1</b>	<b>Introduction to Financial Services</b>
July	<p><b>Financial Services</b> Meaning, Classification, Scope, Fund Based Activities, Non-Fund Based Activities, Modern Activities, Sources of Revenue, Need for Financial Innovation, New Financial Products &amp; Services, Innovative Financial Instruments, Challenges Facing the Financial Sector.</p> <p><b>Merchant Banking</b> Definition, Origin, Merchant Banking in India, Merchant Banks and Commercial Banks, Services of Merchant Banks, Qualities of Merchant Bankers in Market Making Process, Progress of Merchant Banking in India, Problems, Scope of Merchant Banking in India.</p>
<b>2</b>	<b>Mutual Funds, Factoring and Forfeiting</b>
August	<p><b>Mutual Funds</b> Introduction to Mutual Funds, Structure of Mutual Fund in India, Classification of Mutual Funds, AMFI Objectives, Advantages of Mutual Funds, Disadvantages of Mutual Funds, NAV Calculation and Pricing of Mutual Funds, Mutual Funds Abroad, Mutual Funds in India, Reasons for Slow growth, Future of Mutual Funds Industry.</p> <p><b>Factoring and Forfeiting</b> Factoring, Meaning, Modus Operandi, Terms and Conditions, Functions, Types of Factoring, factoring vs. Discounting, Cost of factoring, Benefits, factoring in India, International Factoring, Definition, Types of Export Factoring, Factoring in Other Countries, EDI Factoring, Forfeiting- Definition, factoring vs. Forfeiting, Working of Forfeiting, Cost of Forfeiting, Benefits of Forfeiting, Drawbacks of Forfeiting.</p>
<b>3</b>	<b>Securitization of Debts and Derivatives</b>
September-October	<p><b>Securitization of Debt</b> Meaning &amp; Definition of Securitization, Securitization vs. Factoring, Modus Operandi, Role of Merchant Banker, Role of Other Parties, Securitization Structure Securitisable assets, Benefits of Securitization, Conditions for Successful Securitization, Securitization Abroad, Securitization in India, Reasons for non-popularity of Securitization, Future Prospects of Securitization.</p>



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	<p><b>Derivatives</b> Meaning, Types of Financial Derivatives, Options, Futures, Forwards, Swaps, Futures &amp; Options Trading System, Clearing Entities &amp; Their Role.</p>
<b>4</b>	<p><b>Housing Finance and Consumer Finance</b></p>
November	<p><b>Housing Finance</b> Introduction, Housing Finance Industry, Housing Finance Policy Aspect, Sources of Funds, Market of Housing Finance in India, Major Issues of Housing Finance in India, Growth Factors, Housing Finance Institutions in India, National Housing Bank (NHB), Guidelines for ALM System in Housing Finance Companies, Fair Trade Practice, Code for HFC’s, Housing Finance Agencies.</p> <p><b>Consumer Finance</b> Introduction, Sources, Types of Products, Consumer Finance Practice in India, Mechanics of Consumer Finance, Terms, Pricing, Marketing &amp; Insurance of Consumer Finance, Consumer Credit Scoring.</p>
<b>5</b>	<p><b>Depositories &amp; Pledge</b></p>
December	<p>Overview of Depository, Key features of Depositories Systems in India, Depository- Bank Analogy, Legal Framework, Eligibility Criteria for A Depository, Agreement between Depository &amp; Issuers, Rights &amp; Obligation of Depositories, Records Maintained by Depository, Services of Depository &amp; Functions of Depository, Organization &amp; Functions of NSDL, Pledge &amp; Hypothecation, Procedure for Pledge/Hypothecation, Procedure of Confirmation of Creation of Pledge/Hypothecations by Pledgee, Closure of A Pledge/Hypothecation by Pledgor, Invocation of Pledge by Pledgee.</p>
	<p><b>METHODOLOGY</b></p> <ul style="list-style-type: none"> <li>● <b>Concept based Quiz using Google form and Quizzes</b></li> <li>● <b>Group Discussion using Break-out room.</b></li> <li>● <b>Powerpoint Presentations</b></li> </ul>
Course Outcome	<p><b>The learners would understand to apply necessary skills in managing a financial service company. They will be able to apply financial concepts, theories and tool and would be in the position to evaluate the legal, ethical and economic environment related to financial services.</b></p>


VIRENDRA SINGH

**SYBAF (SEM-III)  
Financial Accounting**

	<b>Modules / units</b>
<b>July</b>	<p>Accounting of Transactions of Foreign Currency In relation to purchase and sale of goods, services and assets and loan and credit transactions. Computation and treatment of exchange rate differences</p>

CRITERION I - CURRICULAR ASPECTS



  
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	Note: Relevant Law/Statute/Rules in force and relevant Accounting Standards in force on 1st
<b>August &amp; September</b>	Piecemeal Distribution of Cash Excess Capital Method only Asset taken over by a Partner Treatment of past profits or past losses in the Balance sheet Contingent liabilities/ Realization expenses/ amount kept aside for expenses and adjustment of actual Treatment of secured liabilities Treatment of Preferential Liabilities like Govt. dues / labour dues etc. Excluding: Insolvency of Partner and Maximum Loss Method
<b>October</b>	Partnership Final Accounts based on Adjustment of Admission or Retirement Death of a Partner during the Year Simple final accounts questions to demonstrate the effect on final Accounts when a partner is admitted during the year or when partner retires/ dies during the year Allocation of gross profit prior to and after admission/ retirement/ death when stock on the date of admission / retirement is not given and apportionment of other expenses based on time / Sales /other given basis Ascertainment of gross profit prior to and after admission/ retirement/ death when stock on the date of admission / retirement is given and apportionment of other expenses based on time / Sales / other given basis Excluding Questions where admission / retirement/ death takes place in the same year
<b>November</b>	Amalgamation of Firms Realization method only Calculation of purchase consideration Journal ledger accounts of old firms Preparing Balance sheet of new firm Adjustment of goodwill in the new firm Realignment of capitals in the new firm by current accounts cash or a combination thereof
<b>November &amp; December</b>	Conversion / Sale of a Partnership Firm into a Ltd. Company Realisation method only Calculation of New Purchase consideration, Journal/ Ledger Accounts of old firms Preparing Balance Sheet of new company
<b>Course Outcome</b>	<b>After conclusion of study the students will be able to:</b>



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	<ol style="list-style-type: none"> <li>1. Read, understand, interpret and analyze Amalgamation, Merger &amp; Acquisition norms.</li> <li>2. Read, understand, interpret and analyze the Financial Statements of Partnership Firm including Admission, Retirement &amp; Death Effects.</li> <li>3. Understand the Legal &amp; Accounting norms of Conversion of Partnership firm in to LTD. Company.</li> <li>4. Understand the Accounting of Foreign Transactions.</li> <li>5. Understand the practical application of Dissolution of Partnership Firm.</li> </ol>
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**SYBBI (SEM-III)  
Organizational Behaviour**

<b>Modules / units</b>	
<b>July &amp; August</b>	<p>The Individual Behaviour</p> <p>Personality : Meaning, Determinants of Personality, Major personality traits Psychoanalytic theory of Personality, Freud Stages of Personality Development, Locus of Control, Self-Monitoring.</p> <p>Learning : Meaning and Definition of Learning-The Learning Process, Principles of Learning, Theories of Learning-Classical conditioning &amp; Operant Conditioning, Social Learning Theory, Learning through Reinforcement, Learning by Observing, Learning through Experience.</p> <p>Perception : Meaning, Factors Influencing Perception, Attribution Theory Improving Perceptions- Johari Window, Empathy.</p> <p>Workplace Emotions, Values and Ethics : Meaning of Emotions, Cognitive Dissonance, Emotional Dissonance, Managing Emotions at Work (Emotional Labor) - The Six Universal Emotions. Meaning and Types of Values, Sources of Value systems, Values across Cultures, Values and Ethical Behaviour.</p> <p>Individual Decision Making : How are Decisions made in organization,</p>
<b>September &amp; October</b>	<p>The Group Dynamics</p> <p>Group Communication: Importance, Corporate Communication - Need, Importance and Techniques of Corporate Communication.</p> <p>Power and Politics : Meaning of Power, Bases of Power, Power Tactics, Organizational Politics, Reasons for Organizational Politics, Managing Organizational Politics.</p> <p>Negotiations Meaning, Process, Strategies, Third Party Negotiations, Crisis Negotiations, Focus Areas of Negotiations.</p> <p>Transactional Analysis Model : Types of Transactions, Ego states, Lite  Positions, Elaboration of Transactional styles.</p> <p>Virtual teams and Group Cohesiveness Structure, Types, Stages in Effects/</p>





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	Management of Virtual teams, Features of Cohesive Groups, Effects/Consequences//mpact of Group Cohesion. Group Decision-Making : Advantages, Disadvantages, Managing Group Decision-Making, Strength and Weakness of Group Decision-Making.
<b>November</b>	The Organizational Dynamics Organization structure: Meaning, Meaning and key features of the concept of Centralization, Decentralization, Span of control and Depart mentation, Simple structure, Bureaucratic & Matrix structure. New design options: Team structure, Virtual organizations, Boundary less organizations Organization structure differentiation Strategy, Organization size, Technology & Environment, Organizational Designs and employee behaviour. Organizational Climate: Impact of Communication, Impact of Rewards && Punishment, Quality work life with reference to Banking & insurance, Job Frustration-Sources, Causes, Effects, Ways to Overcome Frustration, Impact of Frustration on Banking and Insurance companies.
<b>December</b>	Organization Behaviour In Banking and Insurance Sector Practices of OB in Banks and Insurance Issue of organization behaviour in Banks Strategies to manage issues of organization behaviour in banks Case Studies - Transfer, Promotion, Separation.
<b>Course Outcome</b>	<b>After conclusion of study the students will be able to:</b>  1. Understand The Concept of Individual Behavior. 2. Understand The Concept & Importance of Group Dynamics. 3. Understand the Concept of Organizational Dynamics. 4. Understand the Organization behavior in Banking Sector. 5. Understand the Organization behavior in Insurance Sector.

**TY BCOM (SEM-V)  
Financial Accounting**

	<b>Modules / units</b>
<b>July &amp; August</b>	Investment Accounting (w.r.t. Accounting Standard 13) For Shares (Variable Income Bearing Securities) For Debentures/ Preference Shares (Fixed Income Bearing Securities) Accounting for Transactions of Purchase and Sale of Investments with Ex and Cum Interest Prices and Finding Cost of Investment Sold and Carrying Cost as per Weighted Average Method (Excluding Brokerage)



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	Columnar Format for Investment Account
<b>September</b>	Preparation of Final Accounts of Companies Relevant Provisions of Companies Act related to Preparation of Final Account (each Cash Flow Statement) Preparation of Financial Statements as per Companies Act (excluding Cash flow Statement) AS 1 in relation to Final Accounts of Companies (Disclosure of Accounting Policies)
<b>October</b>	Internal Reconstruction Need For Reconstruction and Company Law Provisions Distinction Between Internal and External Reconstructions Methods including alteration of Share Capital, Variation of Shareholder Rights, Sub- division, Consolidation, Surrender and Re-issue/ Cancellation, Reduction of Share Capital with relevant Legal Provisions and Accounting treatment for same. 3. Buy Back of Shares Company Law /Legal Provisions (including Related Restrictions, Power
<b>November</b>	<b>Buy Back of Shares Company Law /Legal Provisions (including Related Restrictions, Power, Transfer to Capital Redemption Reserve Account and Prohibitions) Compliance of Conditions including Sources, Maximum Limits and Debt Equity Ratio. Cancellation of Shares Bought Back (excluding Buy Back of Minority Shareholding)</b>
<b>December</b>	Ethical Behaviour and Implications For Accountants Introduction, Meaning of Ethical Behaviour Financial Reports What is the Link Between Law, Corporate Governance, Corporate Social Responsibility and Ethics ?7
<b>Course Outcome</b>	<b>After conclusion of study the students will be able to:</b>  1. Understand in a better way where to Invest Money in Debentures or in Equity Shares. 2. Read, understand, interpret and analyze the Financial Statements of Companies. 3. Understand the causes & Effects of Internal Reconstructions. 4. Understand the legal & accounting aspects of Buy Back of Shares. 5. Understand the importance & effects of ethical behavior of Accountants in the society.



**FYBBI (SEM-I)  
Foundation Course**

	<b>Modules / units</b>
<b>July &amp; August</b>	<p>Unit 1: Overview of Indian Society Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender Appreciate the concept of linguistic diversity in relation to the Indian situation Understand regional variations according to rural, urban and tribal characteristics Understanding the concept of diversity as difference.</p>
<b>September</b>	<p>Unit 2: Concept of Disparity - 1 Understand the concept of disparity as arising out of stratification and inequality: Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media</p>
<b>October</b>	<p>Unit 3: Concept of Disparity -2 Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic Differences.</p>
<b>November</b>	<p>Unit 4: The Indian Constitution Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution the Preamble, Main Body and Schedules Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society Basic features of the Constitution.</p>
<b>December</b>	<p>Unit 5: Significant Aspects of Political Processes The party system in Indian politics, Local self-government in urban and rural areas; The 73rd and 74th Amendments and their implications for inclusive politics Role and significance of women in politics.</p>
<b>Course Outcome</b>	<p><b>After conclusion of study the students will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Understand overview of Indian Society.</li> <li>2. Understand concept of Disparity &amp; reasons of Disparity.</li> </ol>

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	<p>3. Understand the Rights given to Indian Citizen by The Indian Constitution.</p> <p>4. Understand the significant aspects of Political Processes.</p> <p>5. Project given to students will help them to understand the ground realities problem faced by the people in various areas.</p>
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<b>T.Y. B.B.I. SEM VI AUDITING - II</b>	
<b>MONTH</b>	<b>UNITS/MODULE COVERAGE</b>
<b>JAN - FEB</b>	<p><b>MODULE 4: New Areas of Auditing</b> Introduction to Cost Audit, Human Resource Audit, Management Audit, Operational Audit, Forecast Audit, Social Audit, Tax Audit, Forensic Audit and Environmental (Green) Audit. Audit in an EDP Environment, Introduction, General Approach to EDP Based Audit and Special Techniques for Auditing in an EDP Environment.</p> <p><b>MODULE 1: Audit of Limited Companies</b> Qualifications, Disqualifications, Appointment, Removal, Remuneration of Auditors, Audit Ceiling, Status, Power, Duties and Liabilities of Auditors, Branch Audit, Joint Audit, Special Audit. Maintenance of Books of Account –Related Party Disclosures, Segment Reporting, Divisible Profit, Dividend and Depreciation (Companies Act, Standards on Accounting, Legal Decisions and Auditor’s Responsibility), Representations by Management, Contents of Annual Report. Definition, Distinction between Report and Certificate, Types of Reports/Opinion.</p>
<b>FEB</b>	<p><b>MODULE 2: Audit of Banking Companies</b> Introduction of Banking Companies, Form and Content of Financial Statements, Qualifications of Auditor, Appointment of Auditor, Remuneration of Auditor, Power of Auditor, Auditor’s Report, Format of Audit Report, Long Form Audit Report, Conducting an Audit, Initial Consideration by Statutory Audit, Internal Control System, Verifications of Assets and Balances.</p>
<b>MARCH</b>	<p><b>MODULE 3: Audit of Insurance Companies</b> Audit of Companies carrying General Insurance Business, Audit of Companies carrying Life Insurance Business, Applicability of Accounting Standards (AS 3, 4,9,13,17), Books and Registers to be maintained, Submission of Reports and Returns, Audit of Accounts, Preparation of Audit and Internal Controls.</p>



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<b>APRIL</b>	<p><b>MODULE 5: Professional Ethics and Misconduct</b> Introduction, Meaning of Professional Ethics Meaning of Professional Misconduct, Schedules to the Chartered Accountants Act, 1949 Relating to Professional Misconduct, Enquiry into Charges of Misconduct of Chartered Accountants.</p>
	<p><b>METHODOLOGY:</b></p> <p><b>Quiz - topic wise</b> <b>Group Discussion using breakout room</b></p>
<b>COURSE OUTCOME</b>	<p><b>In the last semester learners have already studied basics about Auditing. The extended version of the same they will be studying in the current semester.</b></p> <ul style="list-style-type: none"> <li>● <b>By the end of this course they will read and understand about Auditor’s qualification required in case of different sectors like Banking, Insurance and other manufacturing and trading sectors, Audit reports to be prepared in various sectors, the various other types of Audit apart from financial Audit and about the ethical behavior required in case of Auditing.</b></li> <li>● <b>All these knowledge they can demonstrate if they take up any further studies in Banking or finance sectors or if they want to make their career in those sectors.</b></li> </ul>

<b>T.Y. B.A.F. SEM V – FINANCIAL MANAGEMENT - III</b>	
<b>MONTH</b>	<b>UNITS/MODULE COVERAGE</b>
JAN	<p><b>MODULE 1: Business Valuation</b> Conceptual Framework of Valuation – Book Value, Market Value, Economic Value, Liquidation Value, Replacement Value, Salvage Value, Value of Goodwill and Fair Value Approaches of Valuation – Assets Based Approach to Valuation, Earnings Based Approach to Valuation, Earnings Measure on Cash Flow Basis, Market Value Added Approach and Economic Value Added.</p> <p><b>Methodology:</b> <b>Quiz using Google Forms or Quizziz</b> <b>Breakout room activity - sum solving</b></p>
JAN	<p><b>MODULE 2: Mergers and Acquisitions</b> Introduction- Basic modes of acquiring another firm, Synergy effects, Difference between Merger and Takeover, Advantages of Mergers and Acquisitions, Benefits of Merger for Acquiring firm, Reasons of companies to offer themselves for sale, Reasons for failure of Mergers and Reverse Merger.</p>



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	<p>Commonly Used Bases for determining the Exchange Ratio – EPS, MPS, Book value and Combination of Measures and Evaluation of Mergers (Practical Problems)</p> <p><b>Methodology:</b> <b>Quiz using Google Forms or Quizziz</b> <b>Breakout room activity - sum solving</b></p>
FEBRUARY	<p><b>MODULE 3:</b> <b>Corporate Restructuring and Takeovers</b> Introduction – Meaning, Need and Importance, Forms of Restructuring, Advantages and Disadvantages Takeovers – Meaning, SEBI Guidelines, Anti-takeover defences and Asset and Liability Restructuring. (Practical Problems)</p>
FEBRUARY - MARCH	<p><b>MODULE 4:</b> <b>Lease and Hire Purchase Financing</b> Introduction – Meaning and Types of Leases, Rationale, Mechanics, Operating Leases, Leasing as Financing Decisions, Calculation of Cash flows of a finance lease. Hire Purchase – Meaning, Need and Importance, Calculation of Hire Purchase installments. Choice between Leasing and Hire Purchase</p> <p><b>Methodology:</b> <b>Quiz using Google Forms or Quizziz</b> <b>Breakout room activity - sum solving</b></p>
MARCH - APRIL	<p><b>MODULE 5:</b> <b>Working Capital financing</b> Introduction – Key features and Characteristics of Trade Credit, Bank Credit, Commercial Papers, Certificate of Deposits and Factoring. Practical Problems based on Factoring and calculations of yield of CP’s and CD’s</p> <p><b>Methodology:</b> Quiz using Google Forms or Quizziz Breakout room activity - sum solving</p>
<b>COURSE OUTCOME</b>	<ul style="list-style-type: none"> <li>• <b>The learners will read and understand the importance of various corporate restructuring strategies like Mergers, Acquisitions etc. and the difference between them. They will also understand certain short term financing mediums of companies such as Factoring, Hire Purchase, Leasing etc.</b></li> <li>• <b>They will be able to demonstrate the same in calculating the Value of company’s share through various methods like Earnings based, Cash Flow basis etc.</b></li> </ul>



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<b>S.Y. B.COM. SEM IV FINANCIAL ACCOUNTING AND AUDITING VI – AUDITING</b>	
<b>MONTH</b>	<b>UNITS/MODULE COVERAGE</b>
<b>JAN</b>	MODULE 1: Introduction to Auditing
	<p>A. Basics – Financial Statements, Users of Information, Definition of Auditing, Objectives of Auditing, Inherent limitations of Audit, Difference between Accounting and Auditing, Investigation and Auditing.</p> <p>B. Errors &amp; Frauds – Definitions, Reasons and Circumstances, Types of Error, Types of frauds, Risk of fraud and Error in Audit, Auditors Duties and Responsibilities in case of fraud.</p> <p>C. Principles of Audit, Materiality, True and Fair view</p> <p>D. Types of Audit – Meaning, Advantages, Disadvantages of Balance sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit and Annual Audit, Statutory Audit</p>
<b>FEB</b>	MODULE 2: Audit Planning, Procedures and Documentation
	<p>A. Audit Planning – Meaning, Objectives, Factors to be considered, Sources of obtaining information, Discussion with Client, Overall Audit Approach</p> <p>B. Audit Program – Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work, Instruction before commencing Work, Overall Audit Approach.</p> <p>C. Audit Working Papers – Meaning, importance, Factors determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client’s Books.</p>
<b>FEB - MARCH</b>	MODULE 3: Auditing Techniques and Internal Audit introduction
	<p>A. Test Check – Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test Checks can be used, advantages, disadvantages, precautions.</p> <p>B. Audit Sampling – Audit Sampling, meaning, purpose, factors in determining sample size – Sampling Risk, Tolerable Error and expected error, methods of selecting Sample Items Evaluation of Sample Results auditors Liability in conducting audit based on Sample</p> <p>C. Internal Control – Meaning and purpose, review of internal control, advantages, auditors duties, review of internal control, Inherent Limitations of Internal control, internal control samples for sales and debtors, purchases and creditors, wages and salaries. Internal Checks Vs Internal Control, Internal Checks Vs Test Checks.</p> <p>D. Internal Audit : Meaning, basic principles of establishing Internal audit, objectives, evaluation of internal Audit by statutory auditor, usefulness of Internal Audit, Internal Audit Vs External Audit, Internal Checks Vs Internal Audit</p>



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<b>MARCH - APRIL</b>	MODULE 4: Auditing Techniques: Vouching & Verification
	<p>A. Audit of Income : Cash Sales, Sales on Approval, Consignment Sales, Sales Returns Recovery of Bad Debts written off, Rental Receipts, Interest and Dividends Received Royalties Received</p> <p>B. Audit of Expenditure : Purchases, Purchase Returns, Salaries and Wages, Rent, Insurance Premium, Telephone expense Postage and Courier, Petty Cash Expenses, Travelling Commission Advertisement, Interest Expense</p> <p>C. Audit of Assets Book Debts / Debtors, Stocks – Auditors General Duties; Patterns, Dies and Loose Tools, Spare Parts, Empties and Containers Quoted Investments and Unquoted Investment Trade Marks / Copyrights Patents Know-How Plant and Machinery Land and Buildings Furniture and Fixtures</p> <p>D. Audit of Liabilities : Outstanding Expenses, Bills Payable Secured loans Unsecured Loans, Contingent Liabilities</p>
	<p><b>METHODOLOGY:</b></p> <p>Quiz - topic wise Group Discussion using breakout room</p>
<b>COURSE OUTCOME</b>	<ul style="list-style-type: none"> <li>• The learners will understand the importance of Financial Statements, the users of those statements, importance of an error free financial statement for a company, how the Auditing is done by an Auditor to identify those errors and frauds.</li> <li>• If the learners wish to take up any further career in Finance or if they want to pursue further studies in Finance like Chartered Accountant then this course will be very useful to them where they can demonstrate the same practically.</li> </ul>

<b>4 hours/ week</b>	<b>SYBAF : SEMESTER IV : MANAGEMENT ACCOUNTING</b>
<b>MONTHS</b>	<b>MODULES/UNITS</b>

CRITERION I - CURRICULAR ASPECTS



  
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<p><b>JAN</b></p>	<p><b>Unit –I- Introduction to Management Accounting</b> Meaning, Features, Scope, Importance, Functions, Role of Management Accounting, Management Accounting framework, Tools, Management Accounting and Financial Accounting.</p> <p><b>Unit-V-Working Capital Management-</b> A. Concept, Nature of working capital, Planning of working capital B. Estimation /Projection of Working Capital Requirements in case of Trading and Manufacturing Organization. C. Operating Cycle practical problems.</p> <p><b>Methodology:</b> Quiz using Google Forms or Quizziz Breakout room activity - sum solving</p>		
<p><b>FEB</b></p>	<p><b>Unit-II Analysis and Interpretation of Accounts:</b> a) Vertical Forms of Balance Sheet and Profit and Loss Account suitable for analysis b) Trend Analysis. c) Comparative Statement d) Common Size Statement.</p> <p><b>Methodology:</b> Quiz using Google Forms or Quizziz Breakout room activity - sum solving</p>		
<p><b>MARCH</b></p>	<p><b>Unit-III-Financial Statement Analysis: Ratio Analysis</b> Meaning of financial statement analysis, steps, objectives and types of analysis Ratio Analysis: Meaning, classification, Du point chart, advantages and limitations.</p> <table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;"> <p><b>Balance Sheet Ratios:</b></p> <ul style="list-style-type: none"> <li>i. Current Ratio</li> <li>ii. Liquid Ratio</li> <li>iii. Stock Working Capital Ratio</li> <li>iv. Proprietary Ratio</li> <li>v. Debt Equity Ratio</li> <li>vi. Capital Gearing Ratio</li> </ul> </td> <td style="vertical-align: top;"> <p><b>Revenue Statement Ratios:</b></p> <ul style="list-style-type: none"> <li>i. Gross Profit Ratio</li> <li>ii. Expenses Ratio</li> <li>iii. Operating Ratio</li> <li>iv. Net Profit Ratio</li> <li>v. Net Operating Profit Ratio</li> <li>vi. Stock Turnover Ratio</li> </ul> </td> </tr> </table> <p><b>Combined Ratio</b></p> <ul style="list-style-type: none"> <li>i. Return on Capital employed (Including Long Term Borrowings)</li> <li>ii. Return on proprietor’s Fund (Shareholders Fund and Preference Capital)</li> <li>iii. Return on Equity Capital</li> <li>iv. Dividend Payout Ratio</li> <li>v. Debt Service Ratio</li> <li>vi. Debtors Turnover</li> </ul>	<p><b>Balance Sheet Ratios:</b></p> <ul style="list-style-type: none"> <li>i. Current Ratio</li> <li>ii. Liquid Ratio</li> <li>iii. Stock Working Capital Ratio</li> <li>iv. Proprietary Ratio</li> <li>v. Debt Equity Ratio</li> <li>vi. Capital Gearing Ratio</li> </ul>	<p><b>Revenue Statement Ratios:</b></p> <ul style="list-style-type: none"> <li>i. Gross Profit Ratio</li> <li>ii. Expenses Ratio</li> <li>iii. Operating Ratio</li> <li>iv. Net Profit Ratio</li> <li>v. Net Operating Profit Ratio</li> <li>vi. Stock Turnover Ratio</li> </ul>
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	vii. Creditors Turnover  <b>Methodology:</b> <b>Quiz using Google Forms or Quizziz</b> <b>Breakout room activity - Sum solving</b> <b>Ratio analysis of companies</b>
<b>MARCH- APRIL</b>	<b>Unit-IV-Preparation of Cash Flow Statement</b> with reference to Accounting Standard No.3 (Indirect method only)  <b>Methodology:</b> Quiz using Google Forms or Quizziz Breakout room activity - Sum solving
<b>COURSE OUTCO ME</b>	<ul style="list-style-type: none"> <li>● <b>The learners will understand the practical application of various financial analysis tools</b></li> <li>● <b>Apply the financial tools in evaluation of the various targets achievable in future.</b></li> <li>● <b>The course will make the students employable as Finance Manager in the field of Accounting and Finance.</b></li> </ul>

<b>TYBAF-SEM VI –FINANCIAL ACCOUNTING-VII</b>	
<b>MONTH</b>	<b>UNITS/MODULE</b>
<b>1</b>	<b>Final Account for Electricity Company</b>
January	Final Accounts as per Double Account System ·Final Accounts as per Electricity Rules ·Receipt & Expenditure on Capital Account ·General Balance Sheet ·Contingency Reserve Disposal of Surplus (As per Electricity Rules): Norms regarding Disposal of Surplus Replacement of Assets Simple practical problems
<b>2</b>	<b>Final Accounts for Co-Operative Society (Co-Operative Housing Society and Consumer Co-Operative Society)</b>
February	Provisions of Maharashtra State Co-Operative Societies Act and rules. Accounting provisions including appropriation to various funds Format of Final Accounts –Form N Simple practical problems on preparation of final accounts of a Co-Operative housing society & Consumer Co-Operative Society
<b>3</b>	<b>Investment Accounting (w.r.t. Accounting Standard-13)</b>
March	For shares (variable income bearing securities) For debentures/Preference. shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage).



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	Columnar format for investment account.
<b>4</b>	<b>Mutual Fund</b>
March/April	Introduction, Historical Background SEBI Guidelines, Organization, NAV Scheme, Types of Mutual Fund Schemes, FOF Scheme, Load or No-Load Scheme, Investment Valuation norms, Pricing of units, Contents of Balance sheet and revenue Account, Evaluation of mutual funds, Disposal of Investments, Recognition of Income, Accounting policies and entries.
<b>5</b>	<b>IFRS AND IND-AS</b>
April	<p><b>Accounting standards:</b> Role/objectives of accounting standards, Development of accounting standards in India -Requirements of international accounting standards - International organizations engaged in accounting harmonization -IASB -FASB -Role of IASB in developing IFRS, Applicability, Interpretation, Scope and compliance of Accounting Standards</p> <p><b>Indian Accounting standards (Ind AS):</b> Introduction, Road map, First time adaptation of Indian Accounting Standard, Conceptual framework.</p> <p><b>Comparison of Ind AS, IFRS and AS</b> <b>IFRS :</b> Introduction, scope Purpose &amp; Objective of financial statement-its Frame work- its assumption, characteristics, element, recognition &amp; measurement., first time adoption of IFRS Convergence of Ind-As and IFRS.</p>
	<p><b>Methodology:</b></p> <p>Powerpoint Presentations,Excel and Whiteboard in Zoom Quiz using Google Forms Breakout room activity - Sum solving Assignments posted in Google Classroom</p>
<b>Course Outcome</b>	<b>Learners will develop the ability to use accounting information to solve a variety of business problems. They will also understand the purpose of financial statements in relationship to decision making.</b>
<b>SYBBI-SEM IV FINANCIAL MANAGEMENT-II</b>	
<b>MONTH</b>	<b>UNITS/MODULE</b>
<b>1</b>	<b>Working Capital Management</b>
January	<ul style="list-style-type: none"> <li>·Management of Working Capital in India</li> <li>·Estimating working capital needs</li> <li>·Operating or working capital cycle</li> <li>·Working Capital Financing: Trade Credit; Bank Credit; Commercial Papers; Certificate of Deposits (CDs); Financing.</li> </ul>
<b>2</b>	<b>Management of Components of Working Capital</b>
January/February	<ul style="list-style-type: none"> <li>·<b>Management of Cash and Marketable Securities:</b> Motives for Holding Cash; Objectives of Cash Management; Factors Determining Cash Needs; Basic Strategies of Cash Management; Cash</li> </ul>



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	Management Techniques / Processes; Marketable Securities; and Cash Management Practices in India. <b>·Receivables Management:</b> Objectives; Credit Policies; Credit Terms; and Collection Policies. <b>·Inventory Management:</b> Objectives; and Techniques.
<b>3</b>	<b>Financial Planning</b>
March	·Introduction ·Meaning and Essentials of Budget ·Types of Budget ·Advantages of Budgeting ·Zero Based Budgeting ·Master Budget. ·Sales Budget, Production Budget, Material Budget, Cash Budget and Flexible Budget.
<b>4</b>	<b>Financial Policy and Corporate Strategy</b>
April	·Meaning of Strategic Financial Management ·Strategic financial decision-making framework ·Functions of Strategic financial management Business Risk and Financial Risk ·Introduction ·Debt v/s Equity Financing ·Types of Leverage ·Investment Objective/Criteria for Individuals/Non-Business Purpose
	<b>Methodology:</b> Powerpoint Presentations,Excel and Whiteboard in Zoom Quiz using Google Forms Breakout room activity - Sum solving Assignments posted in Google Classroom
<b>Course Outcome</b>	<b>The learners will learn to measure risk and returns and will be able to calculate various financial assets. They will be in the position to estimate cash flows from a project and can evaluate various risks in investment decisions. Learners can also apply the concept of financial management in contemporary financial events.</b>

	<b>S.Y.B.B.I. – SEM III - FOUNDATION COURSE – IV (AN OVERVIEW OF INSURANCE SECTOR)</b>
<b>MONTH</b>	<b>UNITS/MODULE COVERAGE</b>
<b>January</b>	<b>An Introduction to Life Insurance</b>
	A) Life Insurance Business – Components, Human Life Value Approach, Mutuality, Principle of Risk Pooling, Life Insurance Contract, Determinants of Risk Premium B) Products of LIC – Introduction of life insurance plans - Traditional Life Insurance Plans – Term Plans, Whole Life Insurance, Endowment Assurance, Dividend Method of Profit Participation Purpose of plans , Riders in plan - Introduction, Forms and procedures



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	C) Non Traditional Life Insurance Products ( Those of SBI and ICICI – Introduction, Forms and procedures)
<b>February</b>	<b>An Introduction to Health Insurance</b>
	A) Health Insurance – Meaning, IRDA Regulations, determinants of Health Insurance, Health Insurance Market in India and determinants of Risk Premium. B) SBI and ICICI Health Insurance Plans - Introduction and Forms and Procedures of Hospitalization, Indemnity Products, top up covers, cashless insurance, Senior citizen plans, critical illness plans and Micro Insurance.
<b>March</b>	<b>An Introduction to Home and Motor Insurance</b>
	A) Home Insurance - SBI and ICICI Plans – Introduction, Forms and Procedures, Inclusions and Exclusions in policies, Determinants of Risk Premium and Impact of Catastrophes on Home Insurance. B) Vehicle Insurance- SBI and ICICI Plans-Introduction, Forms and Procedures, Determinants of Risk Premium, Inclusions and Exclusions.
<b>April</b>	<b>Role of Insurance in Logistics</b>
	A) Role of Insurance in Logistic - Meaning & Importance, Hazards, Protection, Social Security – Type of Risks and Accidents. B) Fire Insurance – SBI and ICICI Plans – Introduction, Forms and Procedures, Standard Fire and Special Perils Policy, Tariff system and special policies.
	<b>METHODOLOGY:</b> <b>Powerpoint Presentations</b> <b>Quiz - Topic wise</b> <b>Group Discussion using breakout room</b>
<b>Course Outcome</b>	<b>The learners will be able to understand various policies offered, risks faced by insurance companies and also will understand insurance product cost and pricing, marketing, and distribution. They will also understand various principles, provisions that govern insurance companies.</b>

<b>FYBCOM-SEM II FOUNDATION COURSE-II</b>	
<b>MONTH</b>	<b>UNITS/MODULE</b>
<b>1</b>	<b>Globalisation and Indian Society</b>
January	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers’ suicides.
<b>2</b>	<b>Human Rights</b>



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February	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
<b>3</b>	<b>Ecology</b>
February/March	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation-causes and impact on human life; Sustainable development-concept and components; poverty and environment
<b>4</b>	<b>Understanding Stress and Conflict</b>
March	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
<b>5</b>	<b>Managing Stress and Conflict in Contemporary Society</b>
April	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow’s theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.
	<b>METHODOLOGY:</b> <b>Powerpoint Presentations</b> <b>Quiz - Topic wise</b> <b>Group Discussion using breakout room</b>
<b>Course Outcome</b>	Learners will be able to understand the Diversity of Indian society, Disparities faced by economically, socially weaker sections of the society, problems that are being faced by the women in the society, Rights and Duties of citizens of India, significant aspects in Indian political system.
	<b>FYBAF-SEM II –INNOVATIVE FINANCIAL SERVICES</b>
<b>MONTH</b>	<b>UNITS/MODULE</b>
<b>1</b>	<b>Introduction to Traditional Financial Services</b>
January	<b>a) Financial Services:</b> ·Concept, Objectives/Functions, Characteristics, Financial Service Market, Financial Service Market Constituents, Growth of Financial Services in India, Problems in Financial Services Sector, Banking and Non-Banking Companies, Regulatory Framework <b>b) Factoring and Forfaiting:</b> ·Introduction, Types of Factoring, Theoretical Framework, Factoring Cost, Advantages and Disadvantages of Factoring, factoring in India, Factoring v/s Forfaiting, Working of Forfaiting, Benefits and Drawbacks of Forfaiting, Practical Problems. <b>c)Bill Discounting:</b> ·Introduction, Framework, Bill Market Schemes, Factoring V/s Bill Discounting in Receivable Management.
<b>2</b>	<b>Issue Management and Securitization</b>
February	<b>a) Issue Management and Intermediaries:</b>



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	<ul style="list-style-type: none"> <li>·Introduction, Merchant Bankers/ Lead Managers, Underwriters, Bankers to an Issue, Brokers to an Issue</li> <li><b>b) Stock Broking:</b></li> <li>·Introduction, Stock Brokers, Sub Brokers, Foreign Brokers, Trading and Clearing/Self Clearing Members, Stock Trading (Cash and Normal) Derivative Trading</li> <li><b>c)Securitization:</b></li> <li>·Definition, Securitization v/s Factoring, Features of Securitization, Pass Through Certificates, Securitization Mechanism, Special Purpose Vehicle, Securitisable Assets, Benefits of Securitization, New Guidelines on Securitization</li> </ul>
<b>3</b>	<b>Financial Services and its Mechanism</b>
March	<ul style="list-style-type: none"> <li><b>a) Lease and Hire-Purchase:</b></li> <li>·Meaning, Types of Lease -Finance Lease, Operating Lease, Advantages and Disadvantages of Leasing, Leasing in India, Legal Aspects of Leasing.</li> <li>·Definition of Hire Purchase, Hire Purchase and Installment Sale Characteristics, Hire Purchase and Leasing, Advantages of Hire Purchase, Problems of Hire Purchase.</li> <li><b>b) Housing Finance:</b></li> <li>·Introduction, Housing Finance Industry, Housing Finance Policy Aspect, Sources of Funds, Market of Housing Finance, Housing Finance in India-Major Issues, Housing Finance in India –Growth Factors, Housing Finance Institutions in India, National Housing Bank (NHB), Guidelines for Asset Liability Management System in HFC, Fair Trade Practice Code for HFC’s, Housing Finance Agencies.</li> <li><b>c)Venture Capital:</b></li> <li>Introduction, Features of Venture Capital, Types of Venture Capital Financing Stages, Disinvestment mechanisms, Venture Capital Investment process, Indian Scenario</li> </ul>
<b>4</b>	<b>Consumer Finance and Credit Rating</b>
April	<ul style="list-style-type: none"> <li><b>a) Consumer Finance:</b></li> <li>·Introduction, Sources, Types of Products, Consumer Finance Practice in India, Mechanics of Consumer Finance, Terms, Pricing, Marketing and Insurance of Consumer Finance, Consumer Credit Scoring, Case for and against Consumer Finance</li> <li><b>b) Plastic Money:</b></li> <li>·Growth of Plastic Money Services in India, Types of Plastic Cards-Credit card-Debit Card-Smart card-Add-on Cards, Performance of Credit Cards and Debit Cards, Benefits of Credit Cards, Dangers of Debit Cards, Prevention of Frauds and Misuse, Consumer Protection. Indian Scenario.</li> <li>·Smart Cards-Features, Types, Security Features and Financial Applications</li> <li><b>c)Credit Rating:</b></li> <li>·Meaning, Origin, Features, Advantages of Rating, Regulatory Framework, Credit Rating Agencies, Credit Rating Process, Credit Rating Symbols. Credit Rating Agencies in India, Limitations of Rating.</li> </ul>
	<p><b>METHODOLOGY:</b></p> <p><b>Powerpoint Presentations</b></p> <p><b>Quiz - Topic wise</b></p> <p><b>Group Discussion using breakout room</b></p>



Course Outcome	<b>The learners would understand to apply necessary skills in managing a financial service company. They will be able to apply financial concepts, theories and tools and would be in the position to evaluate the legal, ethical and economic environment related to financial services.</b>
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**SYBAF (SEM-IV) – 2020 - 21  
Financial Accounting**

	<b>Modules / units</b>
<b>January</b>	<b>Foreign Branch</b> Conversion as per AS 11 and incorporation in HO accounts
<b>January</b>	<b>Ascertainment and Treatment of Profit Prior to Incorporation</b> Principles for ascertainment Preparation of separate, combined and columnar Profit and Loss Account including different basis of allocation of expenses/ incomes
<b>February</b>	<b>Preparation of Final Accounts of Companies</b> Relevant provisions of Companies Act related to preparation of Final Account (excluding cash flow statement) Preparation of financial statements as per Companies Act. (excluding cash flow statement) AS 1 in relation to final accounts of companies (disclosure of accounting policies)
<b>March</b>	<b>Redemption of Preference Shares</b> Provision of the Companies Act for redemption of Preference Shares (Sec 55 of the Companies Act, 2013), Companies (Share and Debentures) Rules. Methods of Redemption of fully paid up Preference Shares as per Companies Act, 2013: The proceed of a fresh issue of shares, the capitalization of undistributed profits and a combination of both, calculation of minimum fresh issue to provide the fund for redemption, (Question on entries and/or Balance Sheet) Note: Companies governed by Section 133 of the Companies Act, 2013 and comply with the accounting standards prescribed for them. Hence, the balance in security premium account not to be utilised for premium payable on redemption of preference shares.
<b>April</b>	<b>Redemption of Debentures</b> Introduction : Provisions of Section 71 (1) and (4) of the Companies Act, 2013, Creation and investment of DRR including The Companies (Share Capital and Debentures) Rules, 2014, the methods of writing-off discount/loss on issue of debentures; Terms of issue of debentures Methods of redemption of debentures: By payment in lumpsum and by payment in instalments (excluding from by purchase in open market), Conversion.





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	(Question on entries. ledgers and/or Balance Sheet and /or redemption of preference shares)
<b>Course Outcome</b>	<p><b>After conclusion of study the students will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Read, understand, interpret and analyze Redemption of Preference Shares.</li> <li>2. Read, understand, interpret and analyze the Financial Statements of Company.</li> <li>3. Read, understand, interpret and analyze Redemption of Debentures.</li> <li>4. Understand the Accounting of Foreign Transactions – Foreign Branches.</li> <li>5. Understand the practical application of Profit Prior to Incorporation.</li> </ol>

**SYBBI (SEM-IV)  
Entrepreneurship Management**

	<b>Modules / units</b>
<b>January</b>	<p><b>The Entrepreneur</b></p> <p>A) <b>Entrepreneur:</b> Meaning, Nature, origin and development of entrepreneurship in India, Need and Importance, Core elements, Principles, Essentials, Types, Functions, Concept of entrepreneurship management, Motives behind being an entrepreneur, Entrepreneurial Process</p> <p>B) <b>Theories of Entrepreneurship:</b> Innovation Theory of Schumpeter, Need for Achievement Theory of McClelland, Risk Bearing Theory of knight, Hagen’s Theory of Entrepreneurship, Economic Theory of Entrepreneurship.</p> <p>C) Entrepreneurial Values and Attitudes, Dominant characteristics of successful entrepreneurs, Internal and external factors for entrepreneurial motivation</p> <p>D) Entrepreneurial Skills, Identifying business opportunities, Role of creativity in Entrepreneurship, the creative process, the Innovation process, types of innovation, sources of innovation, principles of innovation, Sources of Business Ideas.</p>
<b>February</b>	<p><b>Business Planning</b></p> <p>A) Forms of Entrepreneurial structures: · Sole Proprietorship-meaning, merits and limitations. · Partnership-Meaning, Forms, merits and limitations. · Corporations-Meaning, merits and limitations. · Limited Liability partnerships and corporations. · Franchising-Meaning, types, merits and limitations.</p> <p>B) Critical Factors for starting a new enterprise: Personal, Environmental, Sociological factors. Problems of a New Venture- Financial, administrative, marketing, production and other problems.</p>



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	C) Business Plan: Meaning, Benefits, Developing a business plan, Environment scanning, Elements/Areas to be covered in a Business Plan, Project Report preparation, Contents of a Project Report.
<b>March</b>	<p><b>Key Areas of New Ventures</b></p> <p>A) Marketing: New Product Development, Marketing Strategy for the new venture, Branding strategies, Distribution strategies, Pricing Strategies, Promotion strategies for new venture, Concept of Marketing Mix and Market segmentation, Marketing Plan</p> <p>B) Operations: Size and location of Enterprise, Layout, Inventory Control, Quality Control.</p> <p>C) Finance: Sources of long term and short term finance, Debt fund-Meaning, Merits and limitations, Equity Fund- Meaning, merits and limitations, Concept of Break Even analysis, Venture Capital-Meaning, Merits and Limitations, Criteria for Evaluating New Venture Proposals by Venture Capitalist</p> <p>D) Human Resource: Personnel Function, Important Labor Laws: Industrial Disputes Act, Factories Act, Provident Fund Act, Employee State Insurance Act, Payment of Wages Act, Minimum Wages Act, Payment of Gratuity Act, other related Acts and Role of HRD in new ventures.</p>
<b>April</b>	<p><b>Evolving Concepts in Entrepreneurship</b></p> <p>A) Social Entrepreneurship: Meaning, Social responsibility of an entrepreneur</p> <p>B) Barriers to entrepreneurship: Environmental, economic, non-economic, personal and entrepreneurial barriers.</p> <p>C) Intrapreneurship: Meaning, Characteristics, Intrapreneurs Activities, types of Corporate Entrepreneurs, Corporate V/s Intrapreneurial culture, Climate, Fostering Intrapreneurial culture, Promoting intrapreneurship- Pinchot’s Spontaneous teams and Formal Venture teams, establishing intrapreneurial ventures.</p> <p>D) Ethics and Entrepreneurship: Defining Ethics, Approaches to Managerial ethics, ethics and business decisions, Ethical practices and code of conduct, Ethical considerations in corporate entrepreneurship. E) Institutional Support to Entrepreneurs: Importance, Incentives and facilities, Entrepreneurship Development Institute of India (EDI), NSIC, Small Industries Development Organization (SIDO), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Others, Key features of National Policy on Skill Development and Entrepreneurship 2015.</p>
<b>Course Outcome</b>	<p><b>After conclusion of study the students will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Understand The Concept of Entrepreneur &amp; Entrepreneurship.</li> <li>2. Understand The Concept &amp; Importance of Business Planning.</li> <li>3. Understand the Concept of Marketing, Finance &amp; Human Resource.</li> <li>4. Understand the Evolving Concepts of Entrepreneurship.</li> </ol>

**TY BCOM (SEM-VI)**



**Financial Accounting**

	<b>Modules / units</b>
<b>January</b>	<p><b>AS – 14 - Amalgamation, Absorption &amp; External Reconstruction (excluding intercompany holdings)</b></p> <p>In the nature of merger and purchase with corresponding accounting treatments of pooling of interests and purchase method respectively. Meaning and Computation of purchase consideration. Problems based on purchase method Only.</p>
<b>February</b>	<p><b>Accounting of Transactions of Foreign Currency</b></p> <p>In relation to purchase and sale of goods, services and assets and loan and credit transactions. Computation and treatment of exchange rate differences</p>
<b>February</b>	<p><b>Liquidation of Companies</b></p> <p>Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract Practical problems</p>
<b>March</b>	<p><b>Underwriting of Shares &amp; Debentures</b></p> <p>Meaning of liquidation or winding up Preferential payments Overriding preferential payments Preparation of statement of affairs, deficit / surplus account Liquidator’s final statement of account</p>
<b>April</b>	<p><b>Accounting for Limited Liability Partnership</b></p> <p>Statutory Provisions Conversion of partnership firm into LLP Final Accounts</p>
<b>Course Outcome</b>	<p><b>After conclusion of study the students will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Understand Amalgamation, Absorption &amp; External Reconstruction Theory as well as Practical Application.</li> <li>2. Read, understand, interpret and analyze the Financial Statements of Limited Liability Partnership (LLP)</li> <li>3. Understand Underwriting of Shares &amp; Debentures.</li> <li>4. Understand the legal &amp; accounting aspects of Liquidation of Companies.</li> <li>5. Understand the Accounting of Foreign Currency Transactions – Foreign Branches as per AS 11</li> </ol>



**FYBBI (SEM-II)  
Foundation Course**

	<b>Modules / units</b>
<b>July &amp; August</b>	<b>Globalisation and Indian Society</b> Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers’ suicides.
<b>September</b>	<b>Human Rights</b> Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
<b>October</b>	<b>Ecology</b> Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human l
<b>November</b>	<b>Understanding Stress and Conflict</b> Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
<b>December</b>	<b>Managing Stress and Conflict in Contemporary Society</b> Types of conflicts and use of coping mechanisms for managing individual stress; Maslow’s theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society
<b>Course Outcome</b>	<b>After conclusion of study the students will be able to:</b>  <ol style="list-style-type: none"> <li>1. Understand Globalization &amp; Indian Society.</li> <li>2. Understand concept of Human Rights.</li> <li>3. Understand the Rights given to Indian Citizen by The Indian Constitution.</li> <li>4. Understand the Concept of Ecology.</li> <li>5. Understanding Stress &amp; Conflict.</li> <li>6. Learn how to manage Stress &amp; Conflict.</li> </ol>



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	7. Project given to students will help them to understand the ground realities & problem faced by the people in various areas.
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**SYBAF (SEM-III)  
Taxation**

	<b>Modules / units</b>
<b>July &amp; August</b>	Definitions, Basis of Charge, Scope of total income and Exclusions from Total Income, Income from Salary
<b>September</b>	Income from Salary and Business and Profession
<b>October</b>	Income from House Property,
<b>November</b>	Capital Gains, and Deductions under chapter VIA [80A, 80C, 80CCC, 80D, 80DD, 80E, 80TTA, 80U]
<b>December</b>	Income from other sources and computation of total income of individuals.
<b>Methodology:</b>	Quiz, Test, Assignments, and Case Study.
<b>Course Outcome</b>	After conclusion of study the students will be able to: 1. Able to compute total income and define tax complications and structure. 2. Differentiate between direct and indirect tax assessment. 3. Compute the tax liability of an individual. 4. Determine the residential status of an Individual, Company and HUF.

**SYBBI (SEM-III)  
Financial Markets**

	<b>Modules / units</b>
<b>July &amp; August</b>	<b>Indian Financial System:</b> Meaning, Functions, Indian financial system from financial neutrality to financial activism, from financial volatility to financial stability, Role of Government in the development of a country, Overview of Indian financial system since independence, Monitoring Framework for financial conglomerates. Structure of Indian Financial System.
<b>September &amp; October</b>	<b>Financial Markets in India:</b> Indian Money Market, Indian Capital Market, Indian Stock Market ( meaning and functions of NSE and BSE) Equity Market, and Indian Debt Market
<b>November</b>	<b>Commodity Market:</b>



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	Introduction to commodities market, Structure of commodities market, participants in commodities market, commodity exchange in India and abroad, reasons for investing in commodities.
<b>December</b>	<b>Derivatives Market:</b> Introduction, Elements of a derivative contract, factors driving growth of derivatives market, types of derivatives, current volumes of derivative trade in India, Difference between forwards and futures.
<b>Methodology:</b>	<b>Quiz, Test, Case Study, Group Discussion.</b>
<b>Course Outcome</b>	<b>After conclusion of study the students will be able to:</b> 1. Describe the financial system of India. 2. Outline the participants in the financial markets. 3. Describe the share and debt markets, and name their collective name. 4. List the instruments of the money and bond markets. 5. List the derivative instruments and briefly describe them. 6. Elucidate the organization of the financial markets.

**TYBBI (SEM-V)  
Business Ethics and Corporate Governance**

	<b>Modules / units</b>
<b>July &amp; August</b>	<b>Unit-I Introduction to Business Ethics:</b> Definition, Meaning, Nature of Ethics, Types of Ethics, Ethics vs Law, Ethics vs. Morality, importance of Ethics. <b>Business Ethics:</b> Meaning, Nature, importance, Areas of Business Ethics, Functional Ethics. <b>Unit –II Application of Ethical Theories in Business:</b> Ethical Decision making, Normal Dilemmas and Problems.
<b>September &amp; October</b>	<b>Unit –II Application of Ethical Theories in Business:</b> Gandhian approach in management and trusteeship, Importance and relevance of Trusteeship, Principle in Modern Business, Ethical Issues in advertising and finance. <b>Unit III Introduction to Corporate Governance:</b> Definition, Balance frame work, Fair and unfair Business Practices, Basis of Corporate Governance, Corporate Governance Systems, Indian model of Governance, Good Corporate Governance, and Obligation towards Society and Stake holders. Theories underlying Corporate Governance, Corporate Governance Mechanism.
<b>November</b>	<b>Unit – III Introduction to Corporate Governance:</b> Indian Model, OECD, and emphasis on Corporate Governance. <b>Unit –IV Genesis and implementation of Corporate Governance in India:</b> Introduction, Arthashastra and good Governance in ancient India, protection of interest of customer and investors,



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	Values- Meaning, Types, Teaching from Scriptures like Gita, Quran and Bible value system in business, Implementation of Corporate Governance, Role of Board of Directors, structure of Board, Role of Auditors, Role of SEBI, Role of Government, Corporate Governance in India, Accounting and Non Accounting regulations related to Corporate Governance.
<b>December</b>	<b>Unit- IV Genesis and implementation of Corporate Governance in India:</b> Corporate Governance and CSR, Family owned Business in India. <b>Unit V Global Scenario:</b> Ethics in context of global economy, Ethics and business development, Corruption – Meaning, Causes, and Effects. Frauds and Scams in banks, Insurance Company, Financial Institution, Measure to overcome Fraud and Corruption, Zero Tolerance of Corruption.
<b>Methodology:</b>	<b>Test, Viva, Case Study and Group Discussion.</b>
<b>Course Outcome</b>	<b>After conclusion of study the students will be able to:</b> <ol style="list-style-type: none"> <li>1. Explain the relationship between ethics, morals and values in the workplace.</li> <li>2. Formulate ethical philosophy to explain how it contributes to current practice.</li> <li>3. Critically apply understanding of ethics in real–world contexts.</li> <li>4. Discuss the influence of corporate governance system on the performance of individual firms.</li> <li>5. Discuss the moral and social responsibility dimensions of corporate governance.</li> </ol>

**TYBBI (SEM-V)  
Financial Reporting and Analysis**

	<b>Modules / units</b>
<b>July &amp; August</b>	<b>Unit –I</b> Preparation and presentation of Banking Company final accounts in accordance with Banking Regulation Act (Calculation of rebate on bill discounted) Study of accounting policies from annual reports of Banks.
<b>September &amp; October</b>	<b>Unit II</b> Preparation and presentation of Corporate final accounts for Insurance Companies (Final accounts in accordance with insurance legislation) Study of accounting policies from annual reports of listed insurance companies.
<b>November</b>	<b>Unit – III</b> Preparation and presentation of Corporate final accounts and reports for Trading, Manufacturing and other companies in accordance with Revised Schedule VI of the companies final accounts.



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	<b>Unit IV</b> Cash flow analysis Accounting Standard 3.
<b>December</b>	<b>Unit- IV</b> Cash flow analysis and ethical behavior and implications for accountants. The accounting standard setting process, company codes of ethics, the increasing role of whistle blowing, IFAC code of ethics for accountants. <b>Unit V</b> <b>IFRS 1:</b> First time adoption of IFRS 1- Objective, Scope, Definitions, First IFRS statements recognition and measurement, Comparative information, transition to IFRS, reconciliations, interim financial reports, designation of financial assets and liabilities, exceptions to retrospective application of IFRS, exemptions for business combination, exemption from other IFRS. <b>IFRS 2:</b> Share based payment system- Objective, Scope, Definitions, Recognition, Equity settled Share based payment transactions, Transactions in which services are received, treatment of vesting conditions, Expected vesting period, Determining fair value of equity instruments, modifications of terms and conditions, cancellation, cash settled share based payment transactions.
<b>Methodology:</b>	<b>Case Study, Quiz, Test, Assignments, Breakout Room and Viva</b>
<b>Course Outcome</b>	<b>After conclusion of study the students will be able to:</b> 1. Read, understand, interpret and analyse general purpose financial reports of companies. 2. Read, understand, interpret and analyse financial reports of Banks and Insurance companies 3. Understand differing accounting policies and their impact on financial statements; 4. Demonstrate knowledge of accounting concepts and techniques; and 5. Make sound financial decisions in real world settings.

**TYBAF (SEM-V)  
Financial Accounting Paper VI**

	<b>Modules / units</b>
<b>July &amp; August</b>	<b>Unit – I Final Accounts of Banking Company:</b> Legal provision in Banking Regulation Act, 1949 relating to accounts, Statutory Reserves including Cash Reserve and Statutory Liquidity Ratio, Non-performing assets and Provisions for NPA, Rebate on bills discounted, final accounts in prescribed format.
<b>September &amp; October</b>	<b>Unit – I &amp; II</b> Final Accounts of Banking Company in prescribed format. <b>Final Accounts of Insurance Company (excluding Life Insurance):</b> Types of Insurance, special terms like premium, claims, commission, Reserve for unexpired risk, re-insurance, final accounts in prescribed format.





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<b>November</b>	<b>Unit- II</b> Final Accounts of Insurance Company (excluding Life Insurance).
<b>December</b>	<b>Unit- III Non-Banking Financial Companies:</b> Practical questions related to NPA, Capital Adequacy, and preparation of financial statement.
<b>Methodology:</b>	<b>Assignments, Quiz, Test and Case Study</b>
<b>Course Outcome</b>	<b>After conclusion of study the students will be able to:</b> 1. Read, understand, interpret and analyse financial reports of Banks and Insurance companies 2. Understand differing accounting policies and their impact on financial statements; 3. Demonstrate knowledge of accounting concepts and techniques; and 4. Make sound financial decisions in real world settings.

**FYBAF (SEM-III)  
COST ACCOUNTING**

<b>Month</b>	<b>Modules / units</b>
<b>August &amp; September</b>	<b>Unit I</b> Introduction to Cost Accounting Evolution Objectives and Scope of Cost Accounting Importance and Advantages of Cost Accounting Difference between Cost Accounting and Financial Accounting Limitations of Financial Accounting Definitions: Cost, Costing and Cost Accounting Classification of Cost on Different Bases Cost Allocation and Apportionment Coding System Essentials of Good Costing System
<b>October</b>	<b>Unit II- Material Cost</b> Material Cost: The Concept Material Control Procedure Documentation Stock Ledger, Bin Card Stock Levels Economic Order Quantity (EOQ)

<b>November</b>	<b>Unit III</b> Labour Cost Labour Cost: The Concept Composition of Labour Cost Labour Cost Records Overtime / Idle Time / Incentive Schemes
<b>December</b>	<b>Unit III</b> Labour Cost Labour Cost: The Concept Composition of Labour Cost Labour Cost Records Overtime / Idle Time / Incentive Schemes <b>Unit IV</b> Overheads Overheads: The Concept Classification of overheads on different bases Apportionment and Absorption of Overheads

<b>Methodology:</b>	<b>Test, Assignment, and Group Discussion</b>
<b>Course Outcome</b>	<b>After conclusion of study the students will be able to:</b> 1. Classify the cost on the basis of various categories.



	<p>2. Understand, Prepare and Compute the Stock Ledger, Levels of Stock and EOQ.</p> <p>3. Demonstrate knowledge in computing Labour cost and Overhead Costing</p> <p>4. Make sound costing decisions in real world settings.</p>
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**SYBBI SEM-IV  
Information Technology in Banking & Insurance II**

Month	Syllabus to be covered
<b>January/ February</b>	<p><b>E-banking Business Models:</b> Various models- home banking, office banking, online banking, internet banking, mobile banking, SMS banking, models of electronic payments, other business models.</p> <p><b>MS-PowerPoint presentation</b></p>
<b>February/Marc h</b>	<p><b>Induction of Techno Management:</b> Development Life Cycle, Project Management, Building Data Centres, Role of DBMS in Banking, Data Warehousing and Data Mining, RDBMS Tools.</p> <p><b>Technological Changes in Indian Banking Industry:</b> Automated Clearing House Operations, Electronic Wholesale Banking Credit Transfer, Credit Information Bureau (I) Ltd., Credit Information Company Regulation Bill- 2004, Cheque clearing using MICR technology, Innovations, Products and Services, Core-Banking Solutions(CBS), Human Resource Development(HRD)-The Road Ahead</p> <p><b>Technology in Banking Industry:</b> Teleconferencing, Internet Banking, Digital Signature in Banking, MICR-Facility for ‘paper-based’ clearing, Cheque Truncation</p> <p><b>Dealing with Fraudulent transactions under CTS:</b> Efficient customer service, smart quill computer pen, Institute for Development &amp; Research in Banking &amp; Technology (IDRBT).</p> <p><b>E-Checks-Protocols and Standards:</b> Problems on mechanization, e-Banking-RBI Regulations &amp; Supervision, Technology Diffusion.</p> <p><b>MS-PowerPoint presentation</b></p>
<b>March/April</b>	<p><b>IT Applications and Banking</b> Objectives, Electronic Commerce and Banking, Banking Software, Electronic Clearing and Settlement Systems, Plastic Money</p> <p><b>MS-PowerPoint presentation</b></p>
<b>April /May</b>	<p><b>Applications of Internet</b> Introduction to e-mail, writing professional e-mails, creating digitally signed documents, use of outlook express, Google drive: usage of</p>



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	Google drive in storing the Google documents, excel sheets, presentations and PDF files.
<b>Methodology</b>	<ul style="list-style-type: none"> <li>● PPT, Videos</li> <li>● Quiz using Quizizz, Kahoot or Google forms after completion of Topic.</li> <li>● Games like Crosswords, Puzzles using Educaplay.com</li> <li>● Group Discussion using Break-out Rooms, Padlet</li> <li>● Diagrammatic explanation using white board</li> </ul>
<b>Course Outcome:</b>	<p>The learner would be able to :</p> <ul style="list-style-type: none"> <li>● Describe the fundamental concepts behind modern e-banking/mobile banking technologies.</li> <li>● Gain an understanding on the importance of security, privacy and ethical issues as they relate to e-commerce.</li> <li>● Develop an effective presentation, emails and use the internet effectively.</li> </ul>

**SYBAF SEM-IV  
Information Technology in Accountancy – II**

<b>Month</b>	<b>Syllabus to be covered</b>
<b>January/ February</b>	<p><b>Business Process</b> Introduction, Definition and Meaning of business process ,Flow of business process for accounting, purchase, sales and finance ,Classification of business processes ,Introduction, Definition and Meaning of Business Process Management Principles and practices of Business Process Management, Business Process Management life cycle. Theories of Business Management Process, Implementation of Business process Management – need, key factors and importance. Automation of business Processes – benefits, risks, challenges. Accounting systems automation IT and Business Process Management Information systems – Meaning, Use of IT in accountancy.</p>



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<b>February/March</b>	<p><b>Computerized accounting system</b> Introduction and meaning, Uses and Benefits Role, Need and requirements of computerized accounting .Basic requirements of computerized accounting system Limitations of computerized accounting system. Understand the development and design of a computerized accounting system; determining how the accounting data will be processed, i.e. what accounts and books are needed and what is the desired output i.e. financial reports and other reports.</p> <p><b>Accounting Software</b> Introduction and meaning, Advantages of accounting software, Uses of Accounting software ,Various accounting softwares Accounting software TALLY – Accounting and reports</p>
<b>March/April</b>	<p><b>Concept of MIS Reports in Computer Environment</b> Introduction ,concept of MIS, Need of MIS, Characteristic of MIS,Role of MIS, Knowledge required for studying MIS</p>
<b>April /May</b>	<p><b>IT and Auditing</b> Need and importance of IT in auditing Auditing in IT environment</p>
<b>Methodology:</b>	<ul style="list-style-type: none"> <li>● PPT, Videos</li> <li>● Quiz using Quizizz, Kahoot or Google forms after completion of Topic.</li> <li>● Games like Crosswords, Puzzles using Educaplay.com</li> <li>● Group Discussion using Break-out Rooms, Padlet</li> <li>● Diagrammatic explanation using white board</li> </ul>
<b>Course Outcome:</b>	<p>The learner would be able to :</p> <ul style="list-style-type: none"> <li>● Describe the types of information systems supporting the major functional areas of the business.</li> <li>● Evaluate the role of information systems in today’s competitive business environment.</li> <li>● Describe the need and benefits of computerized Accounting.</li> <li>● Describe the need and importance of IT in auditing.</li> </ul>

*(BMS)Programme at Semester IV*

**Information Technology in Business Management-II**

<b>Month</b>	<b>Syllabus to be covered</b>
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<b>November/December</b>	<p>Introduction to database and data warehouse            Introduction to DBMS            Meaning of DBMS, Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, schema architecture, data independence.            Data Warehousing and Data Mining            Concepts of Data warehousing, Importance of data warehouse for an organization, Characteristics of Data warehouse, Functions of Data warehouse, Data warehouse architecture, Business use of data warehouse, Standard Reports and queries            Data Mining</p>
<b>December/January</b>	<p>Outsourcing            Introduction to Outsourcing            Business Process Outsourcing (BPO)            BPO Vendors, BPO Business Model , BPO to KPO            Outsourcing in Cloud Environment            Traditional Outsourcing Vs. Cloud Computing</p>
<b>January/February</b>	<p>ERP/E-SCM/E-CRM</p> <ul style="list-style-type: none"> <li>• Concepts of ERP, Architecture of ERP, Applications of ERP,ERP Implementation concepts ,ERP lifecycle</li> <li>• Concept of XRP (extended ERP)</li> <li>• Concept of e-CRM            E-CRM Solutions and its advantages, How technology helps?</li> <li>• CRM Capabilities and customer Life cycle, Privacy Issues and CRM, Data Mining and CRM,CRM and workflow Automation</li> <li>• Concept of E-SCM:-Major Trends in e-SCM,</li> </ul> <p>Case studies ERP/SCM/CRM Management Information System</p>
<b>February /March</b>	<ul style="list-style-type: none"> <li>• Overview of MIS, Subsystems of MIS (Activity and Functional subsystems),Structure of MIS, Reasons for failure of MIS, Understanding Major Functional Systems</li> </ul> <p>Sub systems, description and organizational levels</p> <ul style="list-style-type: none"> <li>• Decision support system and its applications</li> </ul>
<b>Methodology</b>	<ul style="list-style-type: none"> <li>• PPT, Videos</li> <li>• Quiz using Quizizz, Kahoot or Google forms after completion of Topic.</li> <li>• Games like Crosswords, Puzzles using Educaplay.com</li> <li>• Group Discussion using Break-out Rooms,Padlet</li> <li>• Diagrammatic explanation using white board</li> </ul>



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<b>Course Outcome:</b>	<p>The learner would be able to :</p> <ul style="list-style-type: none"> <li>● Establish basic understanding of the analysis and design of a database.</li> <li>● Gain an understanding of concepts like relational databases, data warehouses and data mining.</li> <li>● Develop an understanding on concepts like outsourcing, outsourcing in cloud environment etc.</li> <li>● Evaluate the role and benefits of ERP/E-SCM/E-CRM.</li> <li>● Describe the types of information systems supporting the major functional areas of the business.</li> <li>● Describe the applications of DSS (Decision Support Systems).</li> </ul>
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<b>Month/Unit</b>	<b>FYBAF – Auditing</b>
<b>JANUARY Unit II</b>	<p><b>Audit Planning, Procedures and Documentation</b>  <b>2.1 Audit Planning:</b>  Meaning, Objectives, Factors to be Considered, Sources of Obtaining Information, Discussions with Client, Overall Audit Plan  <b>2.2 Audit Programme:</b>  Meaning, Factors to be Considered, Advantages, Disadvantages, Overcoming Disadvantages, Methods of Work, Instruction before Commencing Works of Audit, Overall Audit Approach</p>
<b>FEBRUAR Y UNIT II</b>	<p><b>2.3 Audit working Papers:</b>  Meaning, Importance, Factors Determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books  <b>2.4 Audit Notebook:</b>  Meaning, Structure, Contents, General Information, Current Information and Importance</p>
<b>MARCH UNIT III</b>	<p><b>3.1 Test Check:</b>  Test Checking Vs Routing Checking, Test Check Meaning, Features, Factors to be Considered, When Test Checks can be Used, Advantages, Disadvantages and Precautions. <b>3.2 Audit Sampling:</b>  Audit Sampling, Meaning, Purpose, Factors in Determining Sample Size -Sampling Risk, Tolerable Error and Expected Error, Methods of Selecting Sample Items Evaluation of Sample Results Auditors Liability in Conducting Audit based on Sample</p>
<b>APRIL UNIT III</b>	<p><b>3.3 Internal Control:</b>  Meaning and Purpose, Review of Internal Control, Advantages, Auditors Duties, Review of Internal Control, Inherent Limitations of Internal Control, Internal Control Samples for Sales and Debtors, Purchases and Creditors, Wages and Salaries. Internal Checks Vs Internal Control, Internal Checks Vs Test Checks</p>



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<b>Methodology:</b>	<b>Quiz, Group Discussion, Case Study.</b>
<b>Course Outcome</b>	<ul style="list-style-type: none"> <li>• <b>By the end of this course learners will read and understand about the basics of Auditing, audit plan, audit programme, audit working papers, audit note book.</b></li> <li>• <b>All these knowledge they can demonstrate if they take up any further studies in the Banking sector or professional exams like CA, CS or CWA, or if they want to make their career in Accounting or Auditing field.</b></li> </ul>
	<b>TYBAF - Security Analysis and Portfolio Management</b>
<b>JANUARY Unit I</b>	Portfolio Management – An Introduction & Process Investment, Meaning, Characteristics, Objectives, Investment V/s Speculation, Investment V/s Gambling and Types of Investors. Portfolio Management – Meaning, Evolution, Phases, Role of Portfolio Managers, Advantages of Portfolio Management. Investment Environment in India and Factors Conducive for Investment in India. Portfolio Analysis – Meaning and its Components,
<b>FEBRUAR Y Unit II</b>	Calculation of Expected Return and Risk, Calculation of Covariance, Risk – Return Trade off. Portfolio Selection – Meaning, Feasible Set of Portfolios, Efficient Set of Portfolios, Selection of Optimal Portfolio, Markowitz Model, Limitations of Markowitz Model, Measuring Security Return and Portfolio Return and Risk under Single Index Model and Multi Index Model. Portfolio Management – Valuation Portfolio Revision – Meaning, Need, Constraints and Strategies. Portfolio Evaluation – Meaning, Need, Measuring Returns (Sharpe, Treynor and Jensen Ratios) and Decomposition of Performance.
<b>MARCH Unit III</b>	Fundamental Analysis Economy Analysis – Meaning, Framework, Economic Analysis, Forecasting, Barometric or Indicator Approach, Econometric Model Building and Opportunistic Model Building. Industry Analysis – Concept of Analysis, Industry Life Cycle, Industry Characteristics Company Analysis – Financial Statements, Analysis of Financial Statements, (Practical questions on Debt Equity Ratios, Total Debt Ratio, Proprietary ratios, interest coverage ratio, Profitability ratios related to sales, investment and equity shares Efficiency or Activity Ratios) and Assessment of Risk( Leverages)
<b>MARCH &amp; APRIL Unit IV</b>	Technical Analysis Dow Theory Meaning and Principles of Technical Analysis, Price Chart, Line Chart, Bar Chart, Japanese Candlestick Chart, Trends and Trend Reversals, Chart Patterns, Support and Resistance, Reversal Patterns, Continuation Patterns and Elliot Wave Theory Mathematical Indicators – Calculation of Moving Averages (Simple and Exponential Moving Average), Oscillators and Relative Strength Index Market Indicators Fundamental Analysis V/s Technical Analysis
<b>APRIL Unit V</b>	Efficient Market Theory & CAPM: Random Walk Theory, The Efficient Market Hypothesis, Forms of Market Efficiency , Competitive Market Hypothesis, CAPM: Fundamental Notions of Portfolio Theory, Assumption of CAPM, Efficient Frontier with riskless lending and borrowing, Capital Market Line, Security Market Line and Pricing of securities with CAPM, Arbitrage Pricing Theory (APT): The Return Generating Model, Factors affecting Stock Return, Expected Return on Stock, APT V/s CAPM.
<b>Methodology:</b>	<b>Breakout Room, Quiz, Test, and Group Discussion</b>



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<p align="center"><b>Course Outcome</b></p>	<ul style="list-style-type: none"> <li>● <b>This course aims at developing an understanding of the changing domestic and Indian capital market in particular with reference to availability of various financial products.</b></li> <li>● <b>It aims at providing an in-depth knowledge of the theory and practice of portfolio management. Which will help learners to interpret and analyse the performance of a portfolio of investments.</b></li> <li>● <b>Learners can further demonstrate their knowledge in valuation of equity instruments.</b></li> <li>● <b>Learners will understand how to measure the portfolio performances.</b></li> </ul>
<b>TYBBI - Security Analysis and Portfolio Management</b>	
<p align="center"><b>JANUARY Unit I</b></p>	<p>Portfolio Management – An Introduction &amp; Process Investment, Meaning, Characteristics, Objectives, Investment V/s Speculation, Investment V/s Gambling and Types of Investors. Portfolio Management – Meaning, Evolution, Phases, Role of Portfolio Managers, Advantages of Portfolio Management. Investment Environment in India and Factors Conducive for Investment in India. Portfolio Analysis – Meaning and its Components,</p>
<p align="center"><b>FEBRUAR Y Unit II</b></p>	<p>Calculation of Expected Return and Risk, Calculation of Covariance, Risk – Return Trade off. Portfolio Selection – Meaning, Feasible Set of Portfolios, Efficient Set of Portfolios, Selection of Optimal Portfolio, Markowitz Model, Limitations of Markowitz Model, Measuring Security Return and Portfolio Return and Risk under Single Index Model and Multi Index Model. Portfolio Management – Valuation Portfolio Revision – Meaning, Need, Constraints and Strategies. Portfolio Evaluation – Meaning, Need, Measuring Returns (Sharpe, Treynor and Jensen Ratios) and Decomposition of Performance.</p>
<p align="center"><b>MARCH Unit III</b></p>	<p>Bond Valuation – Meaning, Measuring Bond Returns, Yield to Maturity, Yield to Call and Bond Pricing. Bond Pricing Theorems, Bond Risks and Bond Duration. Fundamental Analysis Economy Analysis – Meaning, Framework, Economic Analysis, Forecasting, Barometric or Indicator Approach, Econometric Model Building and Opportunistic Model Building. Industry Analysis – Concept of Analysis, Industry Life Cycle, Industry Characteristics Company Analysis – Financial Statements, Analysis of Financial Statements, (Practical questions on Debt Equity Ratios, Total Debt Ratio, Proprietary ratios, interest coverage ratio, Profitability ratios related to sales, investment and equity shares Efficiency or Activity Ratios) and Assessment of Risk( Leverages)</p>
<p align="center"><b>MARCH &amp; APRIL Unit IV</b></p>	<p>Technical Analysis Dow Theory Meaning and Principles of Technical Analysis, Price Chart, Line Chart, Bar Chart, Japanese Candlestick Chart, Trends and Trend Reversals, Chart Patterns, Support and Resistance, Reversal Patterns, Continuation Patterns and Elliot Wave Theory Mathematical Indicators – Calculation of Moving Averages (Simple and Exponential Moving Average), Oscillators and Relative Strength Index Market Indicators Fundamental Analysis V/s Technical Analysis</p>
<p align="center"><b>APRIL Unit V</b></p>	<p>Efficient Market Theory &amp; CAPM: Random Walk Theory, The Efficient Market Hypothesis, Forms of Market Efficiency , Competitive Market Hypothesis, CAPM: Fundamental Notions of Portfolio Theory, Assumption of CAPM, Efficient Frontier with riskless lending and borrowing, Capital Market Line, Security Market Line and Pricing of securities with CAPM, Arbitrage</p>





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	Pricing Theory (APT): The Return Generating Model, Factors affecting Stock Return, Expected Return on Stock, APT V/s CAPM.
<b>Methodology:</b>	<b>Breakout Room, Quiz, Test, and Group Discussion</b>
<b>Course Outcome</b>	<ul style="list-style-type: none"> <li>• <b>This course aims at developing an understanding of the changing domestic and Indian capital market in particular with reference to availability of various financial products.</b></li> <li>• <b>It aims at providing an in-depth knowledge of the theory and practice of portfolio management. Which will help learners to interpret and analyse the performance of a portfolio of investments.</b></li> <li>• <b>Learners can further demonstrate their knowledge in valuation of equity instruments and valuation of Bonds.</b></li> <li>• <b>Learners will understand how to measure the portfolio performances.</b></li> </ul>
	<b>SYBAF TAXATION</b>
<b>JANUARY Unit I</b>	Tax Planning & Ethics in Taxation – Basic Concepts, Clubbing of Income - Section 60 to 65
<b>FEBRUARY Unit II</b>	Set Off & Carry Forward of Losses Sec: 70 – Set off Loss from one Source against Income from another Source under the Same Head of Income Sec: 71 – Set Off Loss from One Head against Income of another Head Sec: 71B – Carry Forward & Set off Losses from House Property Sec: 72 – Carry Forward & Set Off of Losses of Business Losses Sec: 73- Losses in Speculation Business Sec: 74- Loss under the head Capital Gains 3 , Return of Income – Sec 139 Excluding u/s 139(4A), 139(4B), 139(4C) & 139 (4D). Tax Deduction at Source Advance Tax U/S 207, 208, 209, 210 & 211 Interest Payable U/S 234A, 234B, 234C Basic Aspects of Deduction of Taxes at Source Sec: 192 – TDS on Salary Sec: 194A – TDS on Interest Sec: 194C – TDS on Contractor
<b>MARCH Unit III</b>	Sec: 194H – TDS on Commission Sec: 194I – TDS on Rent Sec: 194J – TDS on Professional Fees Computation of Tax liability of Individual & HUF. Computation of Income of Partnership Firm in Relation to Sec: 40(b) & Tax Thereon With Applicable Rate of Tax.
<b>MARCH &amp; APRIL Unit IV</b>	Advance Tax U/S 207, 208, 209, 210 & 211 Sec: 207 – Income Liable to Advance Tax Sec: 208 – Liability of Advance Tax Sec: 209 – Computation of Advance Tax Sec: 210 – Payment of Advance Tax by Assesse on His Own Account Sec: 211 – Due Dates of Payment of Advance Tax Interest Payable U/S 234A, 234B, 234C Sec: 234A – Interest for default in furnishing return of income Sec: 234B – Interest for default in payment of advance tax Sec: 234C – Interest for deferment of advance tax.
<b>APRIL Unit V</b>	DTAA U/S 90 & 91
<b>Methodology:</b>	<b>Quiz, Test, and Case Study.</b>



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<b>Course Outcome</b>	<p><b>After conclusion of study the learners will be able to apply this knowledge and:</b></p> <ul style="list-style-type: none"> <li>● <b>Compute Tax Liability of Firm.</b></li> <li>● <b>Compute the tax liability of an individual.</b></li> <li>● <b>Compute Advance Tax and Interest on Advance Tax.</b></li> <li>● <b>Understand DTAA Provisions and Compute Tax liability.</b></li> <li>● <b>Understand and compute TDS.</b></li> </ul>
	+ <b>SYBBI – Corporate and Securities Law</b>
<b>JANUARY Unit I</b>	<p><b>Company Law:</b> – An Overview A) Development of Company Law in India B) Doctrines Governing Corporates – Lifting the Corporate Veil, Doctrine of Ultra Vires, Constructive Notice, Indoor Management, Alter Ego. The Principle of Non Interference ( Rule in Foss V/s Harbottle) – Meaning , Advantages , Disadvantages &amp; Exceptions, Majority and Minority Rights under Companies Act.</p>
<b>FEBRUAR Y Unit I &amp; Unit IV</b>	<p>C) Application of Companies Act to Banking and Insurance sector governed by Special Acts. S.1(4) of Companies Act 2013 Exceptions provided (S.67(3), S.73(1), S.129(1), 179(3), S.180(1)(c), S.186, S.189.</p> <p><b>Regulatory Framework Governing Stock Exchanges as per Securities Contracts Regulation Act 1956:</b>          Definition of Securities, Spot Delivery Contract, Ready Delivery Contract, Stock Exchange.          Corporatisation and Demutualisation of Stock Exchange - Meaning, Procedure and Withdrawal          Power of Recognised Stock Exchange to make Rules Restricting Voting Rights etc.          Power of Central Government to Direct Rules or Make Rules          Power of SEBI to Make or Amend Bye Laws of Recognised Stock Exchange          Books and Accounts to be maintained by Recognized Stock Exchange          Grounds on which Stock Exchange can Delist the Securities of a Company          Section 3 to Section 20</p> <p><b>Security Exchange Board of India:</b>          (A) SEBI: Objectives - Terms - Establishment - Powers - Functions - Accounts and Audit - Penalties - Registration</p>
<b>MARCH &amp; APRIL Unit II</b>	<p><b>Security Exchange Board of India:</b>          (B) Issues of Disclosure Investors Protection Guidelines : Pre &amp; Post Obligations - Conditions for Issue - Debt Security - IPO-E-IPO - Employee Option - Right - Bonus - Preferential Allotment Intermediary - Operational - Promoter Lock in Period Requirements - Offer Document</p>
<b>APRIL Unit III</b>	<p><b>The Depositories Act, 1996:</b>          Meaning, Benefits, Functions and Depository Participants,          The Depository Act 1996: Objectives, Eligibility Condition for Depository Services, Fungibility, Bye Laws of Depository, Governance of Depository and Internal Audit of Depository Participants          1 BSDA and Single Registration for Depository Participants</p>
<b>Methodolo gy:</b>	<b>Test, Quiz, Group Discussion and Case Study</b>



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<b>Course Outcome</b>	<p><b>By the end of the semester, learners will be able:-</b></p> <ul style="list-style-type: none"> <li>● <b>To Understand Companies Act, 2013.</b></li> <li>● <b>To Understand the Regulatory framework Governing Stock Exchanges in India.</b></li> <li>● <b>To Understand the Depositories Act, 1996.</b></li> <li>● <b>To Understand the regulations of SEBI.</b></li> </ul>
	<b>FYBBI - Financial Accounting</b>
<b>JANUARY Unit I</b>	Valuation of Goodwill Maintainable Profit method Valuation of Goodwill Maintainable Profit method, Super Profit Method Capitalization method, Annuity Method Valuation of Shares Intrinsic Value Method, Yield method and Fair Value Method
<b>FEBRUAR Y Unit I</b>	Buyback of equity shares Company Law/ Legal Provisions (including related restrictions, power, transfer to capital redemption reserve account and prohibitions) Compliance of conditions including sources, maximum limits and debt equity ratio.
<b>MARCH Unit IV</b>	Redemption of preference shares Company Law / Legal Provisions for redemption of preference shares in Companies Act Sources of redemption including divisible profits and proceeds of fresh issue of shares Premium on redemption from security premium and profits of company Capital Redemption Reserve Account - creation and use
<b>MARCH &amp; APRIL Unit IV</b>	Redemption of debentures by payment from sources including out of capital and / or out of profits. Debenture redemption reserve and debenture redemption sinking fund excluding insurance policy.
<b>APRIL Unit IV</b>	Redemption of debentures: Redemption of debentures by conversion into new class of shares or debentures with options- including at par, premium and discount
<b>Methodolo gy:</b>	<b>Test, Case Study, and Breakout Room.</b>
<b>Course Outcome</b>	<ul style="list-style-type: none"> <li>● <b>To Understand and apply their knowledge in measuring the value of goodwill and equity shares of a company.</b></li> <li>● <b>To Understand and record the journal entries and prepare a ledger account for Redemption of Preference Shares and Debentures.</b></li> <li>● <b>To understand the provisions for Buyback of Equity Shares and measure the number of shares to be bought back by a company in a given year.</b></li> </ul>

REEMA

	<b>SYBAF SEMESTER-III COST ACCOUNTING</b>
<b>MONTH</b>	<b>MODULE/COVERAGE</b>
<b>JULY/AUGUST</b>	<p><b>Module 1</b> Classification of Costs and Cost Sheet Classification of costs, Cost of Sales, Cost Centre, Cost Unit, Profit Centre and Investment Centre</p>

CRITERION I - CURRICULAR ASPECTS



  
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	<p>Cost Sheet, Total Costs and Unit Costs, Different Costs for different purpose Problems on preparation of cost sheet &amp; Estimated Cost sheet <b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>SEPTEMBER -OCTOBER</b>	<p><b>Module 2</b> 2 Reconciliation of cost and financial accounts Practical problems based on reconciliation of cost and Financial accounts  <b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>NOVEMBER</b>	<p><b>Module 3</b> 3 Contract Costing Progress payments, Retention money, Contract accounts, Accounting for material, Accounting for Tax deducted at source by the contractee, Accounting for plant used in a contract, treatment of profit on incomplete contracts, Contract profit and Balance sheet entries. Escalation clause, practical problems <b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>DECEMBER</b>	<p><b>Module 4</b> Process Costing Process loss, Abnormal gains and losses, Joint products and by products. Excluding Equivalent units, Inter-process profit Practical problems Process Costing and joint and by products <b>Methodology:</b> Quiz using google forms or Quiz Class Discussions and research work given to students Computation of Total Income</p>
<b>LEARNING OUTCOMES</b>	<p>The learners will learn practical implementation of costing concepts and estimation of costs and estimated profits through the cost sheets Reconciliation between financial and cost accounts They will learn the different types of costing methods used for contract costing and process costing through practical problems and concept clarity</p>

<b>FYBAF SEMESTER-I FINANCIAL ACCOUNTING</b>	
<b>MONTH</b>	<b>MODULE/COVERAGE</b>
<b>JULY/AUGUST</b>	
<b>SEPTEMBER -OCTOBER</b>	<p><b>Module 1 and Module 2</b> AS: AS – 1: Disclosure of Accounting Policies (a) Purpose (b) Areas of Policies (c) Disclosure of Policies (d) Disclosure of Change in Policies (e) Illustrations AS – 2: Valuation of Inventories (Stock) (a) Meaning, Definition (b) Applicability (c) Measurement of Inventory</p>



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	<p>(d) Disclosure in Final Account(e) Explanation with Illustrations AS – 9: Revenue Recognition (a) Meaning and Scope (b) Transactions Excluded (c) Sale of Goods (d) Rendering of Services (e) Effects of Uncertainties (f) Disclosure (g) Illustrations • Inventory Valuation Meaning of Inventories Cost for Inventory Valuation Inventory Systems : Periodic Inventory System and Perpetual Inventory System Valuation: Meaning and Importance Methods of Stock Valuation as per AS – 2: FIFO and Weighted Average Method Computation of Valuation of Inventory as on Balance Sheet Date: If Inventory is taken on a Date After the Balance Sheet or Before the Balance Sheet</p> <p>Final Accounts • Expenditure a) Capital (b) Revenue Receipts a) Capital (b) Revenue • Adjustments and Closing Entries • Final Accounts of Manufacturing Concerns (Proprietary Firm)</p> <p><b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>NOVEMBER</b>	<p><b>Module 3</b> Departmental Accounts Meaning Basis of Allocation of Expenses and Incomes / Receipts Inter Departmental Transfer: At Cost Price and Invoice Price Stock Reserve Departmental Trading and Profit and Loss Account and Balance Sheet</p> <p><b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>DECEMBER</b>	<p><b>Module 4</b> Accounting for Hire Purchase Meaning Calculation of Interest Accounting for Hire Purchase Transactions by Asset Purchase Method Based on Full Cash Price Journal Entries, Ledger Accounts and Disclosure in Balance Sheet for Hirer and Vendor (Excluding Default, Repossession and Calculation of Cash Price)</p> <p><b>Methodology:</b> Quiz using google forms or Quiz Class Discussions and research work given to students Computation of Total Income</p>
<b>LEARNING OUTCOMES</b>	<p>The learners will learn about the Accounting Standards issued by the ICAI. They will understand the proper methods of inventory valuation under FIFO and Weighted Average method. They will learn the accounting methods for departments and hire purchase agreements in this semester.</p>



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<b>SYBBI SEMESTER-III DIRECT TAX</b>	
<b>MONTH</b>	<b>MODULE/COVERAGE</b>
<b>JULY/AUGUST</b>	<p><b>Module 1</b> Basis of charge and exclusions from Total income Assesse, Assessment year, Assessment, Annual Value, Business and Capital Asset, Previous Year, Residential Status and Deemed Income <b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>SEPTEMBER -OCTOBER</b>	<p><b>Module 2</b> Heads of income Income from salary Income from business and profession <b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>NOVEMBER</b>	<p><b>Module 2</b> Heads of Income Capital Gains Income from house property Income from other sources <b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>DECEMBER</b>	<p><b>Module 3</b> <b>Module 4</b> Deductions under Chapter VI A <b>Methodology:</b> Quiz using google forms or Quiz Class Discussions and research work given to students Computation of Total Income</p>
<b>LEARNING OUTCOMES</b>	The learners will understand Indian Tax laws and the Scope of Total Income. They will understand the basis of computation of Direct tax and the computation of Gross and Net taxable Income .Tax rates and the Tax payable.

<b>FYBAF SEMESTER-I BUSINESS ENVIRONMENT</b>	
<b>MONTH</b>	<b>MODULE/COVERAGE</b>
<b>JULY/AUGUST</b>	
<b>SEPTEMBER -OCTOBER</b>	<p><b>Module 3</b> Corporate Social Responsibility and Corporate Governance: Social Responsibility of Business, Ecology and Business, Carbon Credit</p>

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	<p>Social Audit: Evolution of Social Audit, Benefits of Social Audit, Social Audit v/s Commercial Audit</p> <p><b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>NOVEMBER</b>	<p><b>Module 4</b> 4 International Environment a) Strategies for going Global: MNCs and TNCs, WTO b) Foreign Trade in India- Balance of Trade, FDI Investment Flows and its Implication for Indian Industries</p> <p><b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>DECEMBER</b>	<p><b>Revision</b> <b>Module 3</b> <b>Module 4</b></p> <p><b>Methodology:</b> Quiz using google forms or Quiz Class Discussions and research work given to students Computation of Total Income</p>
<b>LEARNING OUTCOMES</b>	<p>Students will understand that the corporates need to facilitate the development of society in which they function as the interdependency of society and companies can be established. The performance can be measured through social audits of the Corporate Social Responsibility initiatives of the corporates. They will learn about international environment of business and the watchdog of International Trade the World Trade center its role and functions They will understand Surplus and Deficit in the balance of trade and its implications on the Indian Economy</p>

<b>SYBAF SEMESTER-III FOUNDATION COURSE</b>	
<b>MONTH</b>	<b>MODULE/COVERAGE</b>
<b>JULY/AUGUST</b>	<p><b>Module 1</b> An Overview of the Financial System Saving and Investment Money, Inflation and Interest Banking and Non Banking Financial Intermediaries</p>

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	<p><b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>SEPTEMBER -OCTOBER</b>	<p><b>Module 2</b> 2 Financial Markets Financial Markets: Introduction and meaning, Government Economic Philosophy and Financial Market, Structure of Financial Market in India Capital Market: Introduction and meaning, Concept, Role, Importance, Evolution in India, Primary Market System and Regulations in India, Secondary Market System Bond Market in India Debt Market in India</p> <p><b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>NOVEMBER</b>	<p><b>Module 3</b> 3 Financial Instruments Meaning and types of Financial Instruments Characteristics of Financial Instruments: Liquidity, Maturity, Safety and Yield REPO, TBs, Equities, Bonds, Derivatives, others</p> <p><b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>DECEMBER</b>	<p><b>Module 4</b> 4 Financial Services Merchant Banking : Managing of Public Equity / Debenture Issues Mobilizing Fixed Deposits, Arranging Inter-corporate Loans, Raising term Finance and Loan Syndication. Other Financial Services: Consumer Finance, Credit Cards, Mutual Funds and Commercial Paper</p> <p><b>Methodology:</b> Quiz using google forms or Quiz Class Discussions and research work given to students Computation of Total Income</p>
<b>LEARNING OUTCOMES</b>	<p>The learners will understand the financial system in India and its components financial instruments intermediaries and systems in much detail</p>





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<b>FYBBI SEMESTER-I FINANCIAL ACCOUNTING</b>	
<b>MONTH</b>	<b>MODULE/COVERAGE</b>
<b>JULY/AUGUST</b>	
<b>SEPTEMBER -OCTOBER</b>	<p><b>Module 1 and Module 2</b> Introduction to accounting Meaning, scope, objectives, need, importance and limitations of accounting. Basic accounting terminology. Branches of accounting. Accounting concepts, Conventions and Principles. Double Entry System, Classifications of accounts, Rules of debit and credit. Writing of journal Entries and Ledger, Sub division of journal and Trial Balance 2 Classification of Income &amp; Expenses &amp; Accounting Standards Classifications of Income, Expenditure and Receipts on the basis of capital and revenue. Source documents required for practical accounting. Introduction to Bank Reconciliation Statement and Errors and their Rectification.</p> <p><b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>NOVEMBER</b>	<p><b>Module 3</b> 2 Classification of Income &amp; Expenses &amp; Accounting Standards Classifications of Income, Expenditure and Receipts on the basis of capital and revenue. Source documents required for practical accounting. Introduction to Bank Reconciliation Statement and Errors and their Rectification. Accounting Standard 1, 2, 6, 8, 9, 10. Understanding Fair value concept, Overview of Ind-AS vis-a-vis International Financial Reporting Standards (IFRSs). 3 Issues of Shares, Stock Valuation &amp; Hire purchase Introduction to issue of shares. Stock valuation (FIFO and Weighted Average Method only) Hire Purchase Transactions (calculation of interest, accounting as per asset purchase method only, exclude repossession), Introduction to Depreciation: Fixed Installment method, Written Down Value Method, Change of method. Valuation of goodwill (problems based on average profit method and super profit method only)</p> <p><b>Methodology</b> Quiz using google forms or Quiz Class Discussions and research work given to students</p>
<b>DECEMBER</b>	<p><b>Module 4</b> 4 Final Accounts Trading Account, Profit and Loss Account, Balance Sheet, Adjustment Entries. Introduction to Accounts of Non Profit Organizations</p>



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	<p><b>Methodology:</b> Quiz using google forms or Quiz Class Discussions and research work given to students Computation of Total Income</p>
<b>LEARNING OUTCOMES</b>	<p>The learners will understand the basics of accounting in this semester the learners will understand concepts such as Double Entry System, journal ledgers Posting entries in different subsidiary books,entry in trial balance and finally preparation of Profit &amp; loss Account and the Balance Sheet</p>

AVNEET

**SYBAF SEM-III  
Sub: Information Technology in Accountancy – I**

<b>Month</b>	<b>Topics to be covered</b>
<b>July/August</b>	<p>Introduction to Internet and other emerging technologies Introduction – Networking: Introduction and types of network topologies ---- Internet components – electronic commerce – e-commerce applications – Electronic Data Exchange – Extranet – Payment systems – Risks and security considerations – Legal issues – Other emerging technologies. <b>Methodology:</b> PowerPoint Presentations, Videos, Quiz using Quizizz,Kahoot, Discussion Forums using Padlet, Break Out Rooms of Zoom Games using Book Widget</p>
<b>September/October</b>	<p>Electronic Commerce :-Meaning, Advantages and Limitations of E Commerce, The role of Strategy in E Commerce, Value chains in E Commerce, Infrastructure for Electronic Commerce Web Based Tools for Electronic Commerce, Electronic Commerce software, Security Threats to electronic Commerce , Implementing Security for Electronic Commerce, Electronic Payment Systems Web Use of Various Web Browser, Information Searching Tools, Downloading, and Create New email ID, Sending Data through email, Search engine optimization. <b>Methodology:</b> Power Point Presentations, Videos, Quiz using Quizizz,Kahoot,</p>



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	Discussion Forums using Padlet, Break Out Rooms of Zoom Games using Book Widget
<b>October/November</b>	Use of Tools In Accounting :– Preparation of vouchers, invoices and reports, Calculation of Interest, Depreciation, TDS, Salary, Taxes, inventory and reconciliation Office Productivity Tools MS Word: Creating, Editing, Formatting, MS Excel: graphical presentations --charts, formulas and basic functions. MS PowerPoint: Animation, transition ,slide previews
<b>December</b>	Introduction to Computers History of Computers, Parts of Computers Hardware: Specifications and Data Storage Management Software: Concept of System Software and Applications  <b>Methodology:</b> Quiz using Quizizz, Power Point Presentations.
<b>Course Outcome</b>	By the end of this course, the learner would be able to: Understand the most popular, current technologies used at home and in the workplace. The learner will become computer literate and will be able to access, create, save and manage documents, spreadsheets, present effective presentations, emails and use the Internet effectively. Demonstrate a basic understanding of computer hardware and software. Gain a comprehensive understanding of the E-Commerce landscape, current and emerging business models, and the technology and infrastructure underpinnings of the business. Develop an understanding on how internet can help business grow Gain an understanding on the importance of security, privacy, and ethical issues as they relate to E-Commerce.

**SYBBI SEM-III**

**Sub: Information Technology in Banking & Insurance– I**

<b>Month</b>	<b>Topics to be covered</b>
<b>July/August</b>	Introduction to Electronic Commerce E-Commerce Framework, E-Commerce and media convergence, anatomy of E-Commerce Applications, E-Commerce Consumer and Organization

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	<p>Applications. The network Infrastructure for Electronic Commerce - Market forces influencing the I-way, Components of I-way, Network Access Equipment</p> <p>Methodology: Power Point Presentations, Videos, Quiz using Quizizz,Kahoot, Google Forms, whiteboard, Break-out Rooms using Zoom</p>
<b>September/October</b>	<p>E-Commerce and World Wide Web- Architectural framework of E-Commerce, WWW and its architecture, hypertext publishing, Technology behind the web, Security and the Web</p> <p>Methodology: Power Point Presentations, Videos, Quiz using Quizizz,Kahoot, Google Forms, whiteboard, Break-out Rooms using Zoom</p>
<b>November</b>	<p>E-banking A) Meaning, definition, features, advantages and limitations- core banking, the evolution of e-banking in India, Legal framework for e-banking. B) Electronic Payment System: Types of Electronic Payment Systems, Digital Token-based EPS, Smart Card EPS, Credit Card EPS, Risk in EPS, Designing a EPS Cyber Law &amp; Cyber Security: A) Need of Cyber Law, History of Cyber Law in India B) Cyber Crimes: Various threats and attacks, Phishing, Key Loggers, Identity Theft, Call &amp;SMS forging, e-mail related crimes, Denial of Service Attacks, Hacking, Online shopping frauds, Credit card frauds, Cyber Stalking C) Cyber Security: Computer Security, E-Security, Password Security and Reporting internet fraud</p> <p>Methodology: Power Point Presentations, Videos, Quiz using Quizizz,Kahoot, Google Forms, whiteboard, Break-out Rooms using Zoom</p>



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<b>December</b>	<p>MS-Office: Packages for Institutional Automation:  A) MS-Word: Usage of smart art tools, bookmark, cross-reference, hyperlink,  Mail merge utility and converting word as PDF files.  B) MS-Excel: Manipulating data, Working with charts, Working with PIVOT table and what-if analysis; Advanced excel functions-VLOOKUP(), Hlookup(),PV(), FV(),average(),goal seek(),AVERAGE(), MIN(), MAX(), COUNT(),COUNTA(), ROUND(), INT(), nested functions, named cells/ranges/constants, relative, absolute &amp;mixed cell references  C) Application in Banking and Insurance Sector – Calculation of Interest, Calculation of Installment, Calculation of Cash Flow, Calculation of Premium, Calculation of risk coverage in Insurance and Reporting.</p>
<b>Course Outcome</b>	<p>By the end of this course,  The learners will become computer literate and will be able to access, create, save and manage documents, spreadsheets, present effective presentations, emails and use the Internet effectively.  They will gain a comprehensive understanding of the E-Commerce landscape, current and emerging business models, and the technology and infrastructure underpinnings of the business.  They will be able to develop an understanding on how internet can help business grow.  They will gain an understanding on the importance of security, privacy, and ethical issues as they relate to E-Commerce.  They will be able to describe fundamental concepts behind modern e-banking/mobile banking technologies.</p>

NIVEDITHA SHETTY

4 hours /week	<b>FYBAF -SEM II –FINANCIAL ACCOUNTING</b>
<b>MONTH</b>	<b>UNITS/MODULE</b>
January & February	<p><b>Unit-I : Accounting from Incomplete Records:</b>  Introduction  Problems on preparation of final accounts of Proprietary Trading Concern (Conversion Method)</p>
February	<p><b>Unit-II: Consignment Accounts</b>  Accounting for consignment transactions  Valuation of Stock  Invoicing of goods at higher price  (Excluding Overriding commission, Normal/Abnormal losses)</p>

CRITERION I - CURRICULAR ASPECTS



  
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March	<b>Unit-III: Branch Accounts</b> Meaning/Classification of Branches. Accounting for Dependent Branch not maintaining full books: Debtors Method and Stock and Debtors Method
April	<b>Unit-IV: Fire Insurance Claim</b> Computation of Loss of Stock by Fire Ascertainment of Claim as per the insurance policy Exclude: Loss of profit and Consequential loss.
<b>Teaching Methodology</b>	PowerPoint Presentation Topic wise Quiz
<b>Course Outcome</b>	<ol style="list-style-type: none"> <li>Learners will be able to explain single entry system of bookkeeping</li> <li>Learners will be able to compare dependent branch accounting with independent branch accounting.</li> <li>Learners will be able to identify consignment transactions</li> <li>Learners will be able to calculate fire insurance claim</li> </ol>

2hours/week	<b>FYBAF- SEM II- AUDITING</b>
<b>MONTH</b>	<b>UNITS/MODULE</b>
January	<b>Unit-I: Introduction to Auditing</b> <ul style="list-style-type: none"> <li><b>Basics</b> Financial Statements, Users of Financial Information, Definition of Auditing, Objectives of Auditing - Primary and Secondary, Expression of Opinion, Detection of Frauds and Errors, Inherent Limitations of Audit</li> </ul>
February	<ul style="list-style-type: none"> <li><b>Errors and Frauds</b> Concepts, Reasons and Circumstances, Types of Errors -Commission, Omission, Principle and Compensating, Types of Frauds, Risk of Fraud and Error in Audit, Auditor’s Duties and Responsibilities in Respect of Fraud</li> <li><b>Principles of Audit</b> Integrity, Objectivity, Independence, Confidentiality, Skills and Competence, Materiality and Work Performed by Others, Documentation, Planning, Audit Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting.</li> </ul>
March	<ul style="list-style-type: none"> <li><b>Types of Audit</b> Meaning, Advantages and Disadvantages of Balance Sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit, Annual Audit</li> <li><b>Miscellaneous</b> Advantages of Independent Audit, Qualities of Auditors, Auditing Vs Accounting, Auditing Vs Investigation, View the Concept True and Fair</li> <li><b>Accounting Concepts Relevant to Auditing</b></li> </ul>



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	Materiality, Going Concern
April	<b>Unit-IV: Internal Audit</b> Meaning, Basic Principles of Establishing Internal Audit, Objectives, Evaluation of Internal Audit by Statutory Auditor. Usefulness of Internal Audit Internal Audit Vs External Audit, Internal Checks Vs Internal Audit
<b>Teaching Methodology</b>	PowerPoint Presentation Topic wise Quiz
<b>Course Outcome</b>	<ol style="list-style-type: none"> <li>1. Learners will be able to explain the types of audit</li> <li>2. Learners will be able to compare frauds and errors according to auditing concept</li> <li>3. Learners will be able to justify the objectives of auditing i.e. primary and secondary objectives of auditing</li> <li>4. Learners will be able to identify the qualities of an auditor</li> </ol>

4 hours /week	<b>FYBBI -SEM II –Principles and Practices of Banking and Insurance</b>
<b>MONTH</b>	<b>UNITS/MODULE</b>
January	<b>Unit-I : Introduction to Banking</b> Basic Concepts: Origin, Need, Types, Scope and Functions of Banking - Need for Regulation and Supervision
February	<b>Unit-II: Banking Scenario in India</b> Banking Operations -Types of accounts -Banking Services -Current Scenario, Financial Inclusion and Banking Regulations & Role of RBI.
March	<b>Unit-III: Introduction to Insurance</b> Understanding Risk -Kinds of business risks -Need and Scope of insurance - Evolution of insurance Principles of insurance -Types of insurance and policies -Risk and Return relationship
April	<b>Unit-IV: Insurance Business Environment in India</b> Growth of Insurance Business Actuarial Role – Claim and Settlement Procedures –Insurance Regulations Role of IRDA.
<b>Teaching Methodology</b>	PowerPoint Presentation Topic wise Quiz



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<b>Course Outcome</b>	<ol style="list-style-type: none"> <li>Learners will be able to explain the meaning, types and functions of Banking.</li> <li>Learners will be able to identify the role of RBI</li> <li>Learners will be able to list the principles of insurance</li> <li>Learners will be able to find Actuarial Role in Claim and Settlement Procedures</li> </ol>
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<b>4 hours/ week</b>	<b>SYBBI : SEMESTER IV COST ACCOUNTING</b>
<b>MONTHS</b>	<b>MODULES/UNITS</b>
<b>January</b>	<b>UNIT 1: Introduction to Cost Accounting</b> <ul style="list-style-type: none"> <li>Objectives and scope of Cost Accounting</li> <li>Cost centres and cost units</li> <li>Cost classification for stock valuation , profit measurement, decision making and control</li> <li>Coding systems</li> <li>Elements of cost</li> </ul>
<b>January/ February</b>	<b>UNIT-II- Classification of cost and cost sheet</b> <ul style="list-style-type: none"> <li>Classification of costs, cost of sales, cost centre, cost unit, profit centre and investment centre</li> <li>Cost sheet and Reconciliation of cost and financial accounts.</li> </ul>
<b>March</b>	<b>UNIT III: Standard Costing</b> <ul style="list-style-type: none"> <li>Various types of standards, setting of standards, basic concepts of Labour and Overhead(Fixed and Variable) variance analysis</li> </ul>
<b>April</b>	<b>UNIT IV: Introduction to Marginal Costing</b> <ul style="list-style-type: none"> <li>Marginal costing meaning,application,advantages,limitations,contribution,break-even analysis and profit volume graph</li> </ul>
<b>Teaching Methodology</b>	PowerPoint Presentation Topic wise Quiz
<b>Course Outcome</b>	<ol style="list-style-type: none"> <li>Learners will be able to classify the cost</li> <li>Learners will be able to reconcile cost sheet with financial statement</li> <li>Learners will be able to compare the cost accounting with financial accounting</li> <li>Learners will be able to explain the concepts of standard costing and marginal costing</li> </ol>





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4 hours/ week	<b>SYBAF: SEMESTER IV FOUNDATION COURSE</b>
<b>MONTHS</b>	<b>MODULES/UNITS</b>
<b>January</b>	<b>Unit-I -Introduction to Basic Management Concepts</b> Introduction to Management, Definition of Management Nature of Management Objectives of Management Administration vs Management Levels of Management Principles of Management
<b>February</b>	<b>Unit-II-Planning</b> Definition and Importance of Planning Process of Planning Limitations of Planning Features of Sound Planning Features and process of decision making
<b>February &amp; March</b>	<b>Unit-III-Organising</b> Definition, nature and significance Process of organisation Principles of organisation Formal and Informal organisation - features, advantages and disadvantages Centralisation and decentralisation – factors, merits and demerits Departmentation and Delegation
<b>March</b>	<b>Unit-IV-Staffing</b> Meaning, Importance of Staffing Recruitment and its sources Selection procedure Distinction between Recruitment and Selection Employment tests and types of Interview
<b>April</b>	<b>Unit-IV -Directing and Controlling</b> Meaning and Importance of directing Principles of Directing Leadership trails and Styles Motivation – Importance and Factors Co-ordination – Meaning, features and Importance Meaning and steps in controlling Essentials of a good control system
<b>Teaching Methodology</b>	PowerPoint Presentation Topic wise Quiz
<b>Course Outcome</b>	1. Learners will be able to explain the meaning and the functions of management. 2. Learners will be able to identify the traits and styles of leadership.



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	<p>3. Learners will be able to compare formal organization with informal organization.</p> <p>4. Learners will be able to categorize Recruitment and Selection process.</p> <p>5. Learners will be able to discuss the Employment tests and types of Interview.</p>
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4 hours/week	<b>TYBBI - SEM VI– International Business</b>
<b>MONTH</b>	<b>UNITS/MODULE</b>
January	<p><b>UNIT-I-Introduction to International Business:</b> Introduction to International Business - Importance, Nature and Scope of International Business, Drivers of International Business, Evolution of International Business, Strategies of Going International, Globalization, Multi-National Corporations- Nature, Goals of MNCs, India's Presence- Advantages and Disadvantages of MNCs <b>International Business Environment:</b> Economic, Political, Cultural and Legal Environments in International Business</p>
January & February	<p><b>UNIT-II-International Economic Institutions and Regional Groupings Institutional Support to International Business,</b> Role of World Bank, IMF, ILO, UNCTAD, UNIDO and ADB in International Business, World Trade Organization (WTO), Origin, Objectives, Functions ,GATT and WTO, Principles of WTO, Transparency, MFN Treatment, National Treatment, Free Trade, Dismantling Trade Barriers, Rule Based Trading System, Treatment for LDCs ,Competition Principle, Environment Protection, Key Subjects in WTO, Agriculture, TRIPS, TRIMS, GATS, Implications for India <b>Integration between Countries:</b> Levels of Integration, Growth of Trading Blocs, Impact of Integration, Major Regional Trading Groups, The European Union, NAFTA, APEC, ASEAN, MERCOSUR, BRICS, SAARC, OPEC <b>UNIT-III-International Marketing, Human Resource Management</b> International Marketing, Domestic and International Marketing, Compared Benefits of International Marketing, Major Activities, International Market Assessment, International Product Strategies, Pricing Issues and Decisions, Dumping, Promotion Issues and Policies. International Human Resource Management, Nature, Growing Interest in IHRM, DHRM and IHRM compared, Managing International HR activities, Expatriation and Repatriation of employees</p>
March	<p><b>UNIT-IV-Preliminaries for Export Import and Documentation</b> Meaning and Definition of Export, Methods of Exporting, Registration Formalities for Exports, Export Licensing, Selection of Export Product, Identification of Market for Exports – Export Pricing Quotations, FOB &amp; CIF ,Meaning and Definition of Imports, Liberalisation of Imports, Negative list of Imports ,Categories of Importers, Special Schemes for Importers. Aligned Documentation System – Commercial Invoice , Shipping Bill , Certificate of Origin, Consular Invoice, Mate’s Receipt, Bill of Lading, GR</p>



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	<p>Form, ISO 9000, Procedure for obtaining ISO 9000, BIS 14000 Certification ,Import Documentation, Transport Documents - Bill of Entry, Certificate of Inspection, Certificate of Measurements, Freight Declaration.</p> <p><b>UNIT-V-Export Import Procedures and Foreign Trade Policy</b> Steps in Export Procedure , Export Contract, Forward Cover, Export Finance, Institutional Framework for Export Finance, Excise Clearance, Pre-shipment Inspection, Methods of Pre-shipment Inspection, Role of Clearing and Forwarding Agents, Shipping and Customs Formalities, Customs EDI System, Negotiation of Documents, Realization of Exports Proceeds.</p>
April	<p>Pre-Import Procedure- Steps in Import Procedure, Legal Dimensions of Import Procedure, Customs Formalities for Imports, Warehousing of Imported Goods, Exchange Control Provisions for Imports &amp; Retirement of Export Documents. Foreign Trade Policy Highlights (latest), Duty Drawback, Deemed ExportsSIDE, MAI &amp; MDA, Star Export Houses, Town of Export Excellence, EPCG Scheme.</p>
<b>Teaching Methodology</b>	<p>PowerPoint Presentation Topic wise Quiz</p>
<b>Course Outcome</b>	<ol style="list-style-type: none"> <li>1. Learners will be able to compare the domestic business with international business.</li> <li>2. Learners will be able to explain the Export and Import procedures.</li> <li>3. Learners will be able to find the Institutional Support to International Business.</li> <li>4. Learners will be able to identify the International Human Resource Management Strategies.</li> </ol>

BMS




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FYBMS A & B (SEM I)	
1.Introduction to Financial Accounts	
MONTH	SYLLABUS
September	UNIT- 1 Meaning and Scope of Accounting: Need and development, definition: Book Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting • Accounting principles: Introductions to Concepts and conventions. • Introduction to Accounting Standards: Meaning and Scope) ☒ AS 1 : Disclosure to Accounting Policies ☒ AS 6: Deprediation Accounting. ☒ AS 9: Revenue Recognition. ☒ AS 10: Accounting For Fixed Assets. • International Financial Reporting Standards (IFRS): Introduction to IFRS ☒ IAS-1:Presentntion of Financial Statements (Introductory Knowledge) ☒ IAS-2:Inventories (Introductory Knowledge) • Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting
October	UNIT- 2 • Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and dosing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Recondiation Statement
November	• Expenditure:Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test. • Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts. • Profit or Loss: Revenue profit or loss, capital profit or loss
December	UNIT-3• Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreidation Account not maintained). • Preparation of Trial Balance:Introduction and Preparation of Trial Balance UNIT-4Introduction to Final Accounts of a Sole proprietor. • Rectification of errors. • Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet
JANUARY	• Preparation and presentation of Final Accounts in horizontal format • Introduction to Schedule 6 of Companies Act,1956 & revision
COURSE OUTCOME	<b>Students will be able to understand the concepts of accounting.</b> <b>Learn recording financial transactions in the book of Accounts.</b> <b>Students will be able to maintain books of accounts.</b> <b>Students will learn to prepare Bank Reconciliation Statements.</b> <b>Learn Preparing Final Accounts.</b>

**CRITERION I - CURRICULAR ASPECTS**



  
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<b>FOUNDATION OF HUMAN SKILLS (FYBMS SEM 1 - UNIT 3 &amp; 4)</b>	
SEPTEMBER	<p>Introduction to Motivation: Meaning, Features, Benefits of Motivated Employees. Shared the video</p> <p>Motivation at workplace: Concept of motivation theories,</p> <p>Theories of motivation: A.Maslow Need Hierarchy: Video screening related to Maslow’s theory How organisations satisfy various levels of needs.</p> <p>Mc.Gregor theory X and theory Y: Students being asked to give their analysis based on different situations.</p> <p>F.Hertzberg Dual Factor followed by discussion</p> <p>A brief about other modern theories which are not in syllabus</p> <p>Ways of motivating through carrot and stick at workplace</p> <p>Arthashastra Approach: Saam Daam Dand Bhed</p>
OCTOBER	<p>Organisational change and creativity: Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development,</p> <p>Video screening on Kurt Lewin’s Model</p> <p>Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving.</p> <p>Activity: Make a story out of the picture</p>
NOVEMBER	<p>Organisational Development and work stress: Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress</p> <p>Discussion on what causes stress, Need for organisational development, OD Techniques,</p> <p>Small Session on stress bursting exercises (yoga)</p>
DECEMBER	<p>Organizational processes and system: Power and politics: nature, bases of power, politics nature, types, causes of organizational politics, political games.</p> <p>Organizational conflicts and resolution: Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes. Organizational Culture: Characteristics of organizational culture, Types, functions and barriers of organizational culture, Ways of creating and maintaining effective organization culture</p> <p>Internal Test 1</p> <p>Revision</p>



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<b>Teaching Learning Plan - Odd Semester - 2020-2021</b>		
<b>F.Y.BMS SEM I</b>		
<b>BUSINESS LAW</b>		
<b>MONTH</b>	<b>MODULES / UNITS / TOPICS</b>	<b>TEACHING METHODS</b>
AUGUST	The Indian Contract Act, 1872 Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract. • Sale of Goods Act, 1930: Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract – Conditions and warranties – Implied Condition and warranties, Rights of an unpaid seller.	Pdf Discussion in class Case study
SEPTEMBER	<b>The Indian Contract Act, 1872 Conditions and warranties – Implied</b> Condition and warranties, Rights of an unpaid seller. <b>The Sale of Goods Act, 1930: Scope of Act, Sale and Agreement to sell,</b> essential of a valid Sale Contract – Conditions and warranties – Implied Condition and warranties, Rights of an unpaid seller.	Pdf Discussion in class Case study
OCTOBER	<b>Company Law What is company? – Incorporation of company – MOA, AOA,</b> Prospectus, Meetings, Meaning of transfer and transmission of shares.	Pdf, Case study Discussion in class
NOVEMBER	<b>Negotiable Instrument Act, 1981 : Introduction of Negotiable Instruments –</b> Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque.	Pdf Discussion in class Case study
DECEMBER	<b>Consumer Protection Act, 1986: Objects of Consumer Protection-</b> Introduction of Consumers, who is consumer? Meaning of the words “Goods and services” – Meaning of the words “Defects and Deficiencies of goods and services” Consumer disputes and Complaints. <b>Intellectual Property Rights (IPR) • Concept of IPR</b> definition/ objectives Patent definition. What is patentable? What is not patentable? Invention And its Attributes, Inventors and Applications Trademarks, definition, types of trademarks, infringement and passing off. Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions. Geographical indications (only short notes)	Pdf Discussion in class Case study Pdf Discussion in class Case study

**COURSE OUTCOME**

Upon successful completion of Business Law, the student will be able to:

Demonstrate an understanding of the Legal Environment of Business.

Identify the fundamental legal principles behind contractual agreements.

Apply basic legal knowledge to business transactions.


Communicate effectively using standard business and legal terminology.

The relevance of business law to individuals and businesses and the role of law in an economic, political and social context.

**SEM II**

**CRITERION I - CURRICULAR ASPECTS**



  
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**PRINCIPLES OF MARKETING (FYBMS SEM2)**

JANUARY	<ul style="list-style-type: none"> <li>Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function</li> <li>Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. <b>enhancing creativity by video presentations</b></li> </ul>
FEBRUARY	<ul style="list-style-type: none"> <li>Orientations of a firm: Production concept; Product concept; selling concept and marketing concept; social relationship, Holistic marketing.</li> <li>The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.</li> <li>Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis)</li> </ul>
MARCH	<ul style="list-style-type: none"> <li>MIS: Meaning, features and Importance</li> <li>Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour</li> <li>Marketing mix: Meaning -elements of Marketing Mix</li> <li>Product-product mix-product line lifecycle-product planning - New product development- failure of new product-levels of product</li> <li>Branding -Packing and packaging - role and importance</li> </ul>
APRIL	<ul style="list-style-type: none"> <li>Physical distribution - meaning - factor affecting channel selection-types of marketing channels</li> <li>Promotion - meaning and significance of promotion. Promotion tools (brief)</li> <li>Segmentation - meaning, importance, basis</li> <li>Targeting - meaning, types</li> <li>Positioning - meaning - strategies</li> </ul>
MAY	<ul style="list-style-type: none"> <li>New trends in marketing - E-marketing, Internet marketing and marketing using Social network</li> <li>Social marketing/ Relationship marketing</li> </ul>
COURSE OUTCOME	<ul style="list-style-type: none"> <li>The Course helps in developing basic understanding of Marketing</li> <li>Basic Marketing concepts are introduced to the students</li> <li>Different functions and activities under the scope of Marketing are discussed</li> <li>Students are provided with opportunities of relating the marketing initiatives of industries with the one they study in the subject.</li> </ul>



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BUSINESS ENVIRONMENT	
(F.Y.B.M.S - SEM 2 )	
MONTH	LESSON PLAN
<b>January</b>	Unit I Introduction to Business Environment Business: Meaning, Definition, Nature & Scope, Types of Business Organizations Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis. Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity External Environment: Firm, customers, suppliers, distributors, Competitors, Society Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)
<b>February</b>	Unit II Political and Legal environment Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy Impact of business on Private sector, Public sector and Joint sector Sun-rise sectors of India Economy. Challenges of Indian economy. Unit III Social and Cultural Environment, Technological environment and Competitive Environment Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business
<b>March</b>	Unit III Social and Cultural Environment, Technological environment and Competitive Environment Technological environment: Features, impact of technology on Business Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies Unit IV International Environment International Environment - GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO. Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model.
<b>APRIL</b>	Unit IV International Environment MNCs: Definition, meaning, merits, demerits, MNCs in India FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India,

**COURSE OUTCOME**

- Understand the concept and components of business environment and importance of its analysis.
- Learn the concept of Political Environment and its impact on Business.
- Understand the Social and Cultural Environment and its impact on business.
- Get insight of technical environment and competitive environment of business.
- Know about International Environment of Business.





**PRINCIPLES OF MARKETING (FYBMS SEM2)**

JANUARY	<p>Foundation of Corporate Communication: Introduction, Meaning, Scope of corporate communication, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario. Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation. <i>Quiz based on this portion to be conducted</i></p>
FEBRUARY	<p>Understanding Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations. Videos related to history of PR <i>Internal Test based on the covered portion to be conducted</i></p>
MARCH	<p>Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory Quiz based on Public Relations topic Functions of Corporate Communication and Public Relations: Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations. <i>Activity: Students write a press release</i></p>
APRIL	<p>Functions of Corporate Communication and Public Relations: Financial Communication: Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising. Examples of Financial Ads discussed Emerging Technology in Corporate Communication and Public Relations: <i>Introduction - Evolution of telecommunication</i></p>
MAY	<p>, E-internal Communication, E-brand Identity and Company Reputation. Presentations on various Media Relations and Crisis Management topics Corporate Blogging Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog.</p>



**‘BUNTS SANGHA’S  
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<b>INDUSTRIAL LAW</b>		
<b>(F.Y.BMS - SEM II) AY 2020-21</b>		
<b>MONTH</b>	<b>TOPIC</b>	<b>METHOD</b>
JANUARY	<b><i>Law related to Industrial Relation and Industrial Disputes</i></b>	Pdf, Case study
	Industrial Disputes Act, 1947	Discussion in class
	(Definitions, authorities award and settlement, strikes, lockouts, layoffs, retrenchment and closure)	
FEBRUARY	<b><i>Law related to Industrial Relation and Industrial Disputes</i></b>	Pdf, Case study
	The Trade Unions Act, 1926	Discussion in class
	<b>Laws Related to Health, Safety and Welfare</b>	
	The Factory Act 1948: (Provisions related to Health, Safety and Welfare)	
	The Workmen’s Compensation Act, 1923	
MARCH	Provisions: Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence Definitions, Employers liability for compensation (S-3 to 13)	
	Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)	Pdf, Case study
	<b>Social Legislation</b>	Discussion in class
	Employee State Insurance Act 1948	
	Definition and Employees Provident Fund	
	Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues	
APRIL	<b><i>Laws related to Compensation Management</i></b>	Pdf, Case study
	i) The Payment of Wages Act, 1948	Discussion in class
	(Objectives, Definitions authorized deductions)	
	ii) The minimum Wages Act, 1948	
	iii) The Payment of Gratuity Act, 1972	Pdf, Case study
	iii) The Payment of Bonus Act, 1965	Discussion in class

**COURSE OUTCOME**

Understand the law related to industrial relation and industrial dispute

Develop an understanding towards law related to health, safety and welfare.

Learn the basic concepts of Employees State Insurance Act and Misc Provisions Act.

Understand the laws related to compensation management.




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STRATEGIC MANAGEMENT (SYBMS SEM 3)	
June & July	Business Policy-Meaning, Nature, Importance. Strategy-Meaning, Definition. Strategic Management-Meaning, Definition, Importance, Strategic management. Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's). Strategic Intent - Mission, Vision, Goals, Objective, Plans. Strategy Formulation- Environment Analysis and Scanning (SWOT ) Practice Sessions on SWOT Analysis Activity: Quiz1 for Basics of Strategic Management
August	Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization). Presentation by students on Various Corporate level strategies Internal Test 1 conducted
September	Business Level Strategy(Cost Leadership, Differentiation, Focus) Activity: Cases of successful businesses using videos and ppts Functional Level Strategy(R & D, HR, Finance, Marketing ,Production) Strategic Implementation Models of Strategy making. Videos related to HR Strategies, Production Strategies, Marketing Strategies followed by discussion Strategic Analysis & Choices & Implementation : BCG Matrix, Exercise: Find the cell – Students have to find the right BCG cell for the given products GE 9 Cell, Porter 5 Forces, 7S Frame Activity: Find why the business failed – Case study of Kingfisher Aviation
October	Strategy Making Models Video Screening for better understanding Work Implementation: Meaning, Steps and implementation at Project, Process, Structural, Behavioural, Functional level.
November	Strategic Evaluation & Control – Meaning, Steps of Evaluation & Techniques of Control Activities for Revision of the portion covered: Lectures/ quiz
December	Synergy : Concept , Types , evaluation of Synergy. Synergy as a Component of Strategy & its Relevance . Change Management – Elementary Concept Revision session using chapterwise quiz been created by students

**CRITERION I - CURRICULAR ASPECTS**



  
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**‘BUNTS SANGHA’S  
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PROGRAM: S.Y.B.M.S.- SEMESTER III	
COURSE: - ACCOUNTING FOR MANAGERIAL DECISIONS	
Month	Topics
June & July	Analysis and Interpretation of Financial statements:- 1. Study of balance sheet of limited companies schedule VI- (New.). Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies- Schedule VI (New) 2. Vertical Form of Balance Sheet and Profit& Loss A/c- Trend Analysis, Comparative Statement & Common Size.
August	Ratio analysis and Interpretation (based on vertical form of financial statements) including conventional and functional classification restricted to: 1. Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio. 2. Revenue statement ratios: Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover, Creditors Turnover Ratio
September	Ratio analysis and Interpretation. Combined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Share holder fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio, 4. Different modes of expressing ratios: - Rate, Ratio, Percentage, Number. Limitations of the use of Ratios.
October	Preparation of cash flow statement (Accounting Standard-3(revised))
November	Working capital- Concept, Estimation of requirements in case of Trading & Manufacturing Organizations
December	Receivables management- Meaning & Importance, Credit Policy Variables, methods of Credit Evaluation (Traditional and Numerical Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule]

Course outcome: - To familiarize the learners with the fundamental aspects of analysis and interpretation of financial statements. To introduce the basic concepts, functions, process, techniques of Ratio analysis, Receivables management and Working Capital Management as a tool of evaluation. To give a comprehensive overview of AS-3.

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FOUNDATION COURSE - ENVIRONMENTAL MANAGEMENT - SYBMS SEM III	
MONTH	SYLLABUS
June and July	Unit 1 - Environmental Concepts: <ul style="list-style-type: none"> <li>• Environment: Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere</li> <li>• Biogeochemical cycles - Concept and water cycle</li> <li>• Ecosystem &amp; Ecology; Food chain, food web &amp; Energy flow pyramid</li> <li>• Resources: Meaning, classification (Renewable &amp; non-renewable), types &amp; Exploitation of Natural resources in sustainable manner.</li> </ul>
August	Unit 2 – Environment degradation <ul style="list-style-type: none"> <li>• Degradation-Meaning and causes, degradation of land, forest and agricultural land and its remedies.</li> <li>• Pollution – meaning, types, causes and remedies (land, air, water and others), Global warming: meaning, causes and effects.</li> <li>• Disaster Management: meaning, disaster management cycle.</li> </ul>
September	Unit 2 - Environment degradation <ul style="list-style-type: none"> <li>• Waste Management: Definition and types -solid waste management anthropogenic waste, e-waste &amp; biomedical waste (consumerism as a cause of waste).</li> </ul> Unit 3 - Sustainability and role of business <ul style="list-style-type: none"> <li>• Sustainability: Definition, importance and Environment Conservation.</li> <li>• Environmental clearance for establishing and operating Industries in India.</li> </ul>
October	Unit 3 - Sustainability and role of business Environmental clearance for establishing and operating Industries in India. EIA, Environmental auditing, ISO 14001 • Salient features of Water Act, Air Act and Wildlife Protection Act. • Carbon bank & Kyoto protocol.
November	Unit 4 - Innovations in business- an environmental perspective Non-Conventional energy sources- Wind, Bio-fuel, Solar, Tidal and Nuclear Energy. Innovative Business Models: Eco-tourism. Green marketing, Organic farming, Ecofriendly packaging,
December	Unit 4 - Innovations in business- an environmental perspective Waste management projects for profits ,other business projects for greener future. Revision
<b>COURSE OUTCOME</b>	
<ul style="list-style-type: none"> <li>• Students will be able to acquire an awareness of the environment as a whole and its allied problems and sensitivity.</li> <li>• Students will gain a variety of experiences and acquire knowledge to save the environment for future generations</li> <li>• Students will acquire skills to understand environment and its various components, related issues and problems.</li> </ul>	
<b>TEACHING METHODOLOGY:</b>	
<ul style="list-style-type: none"> <li>• Powerpoint presentation</li> <li>• Videos on various topics</li> <li>• Case studies</li> <li>• Discussion/analysis of news articles</li> <li>• Analysis of Sustainability reports of various companies.</li> </ul>	

**CRITERION I - CURRICULAR ASPECTS**



  
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CORPORATE FINANCE	
SYBMS - B SEM III	
JUNE & JULY	Unit-I Introduction: Introduction to Corporate Finance: Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalization, Over Capitalization and Under Capitalization, Fixed Capital and Working Capital Funds. Introduction to Ownership securities: Ordinary Shares, Preference Shares, Creditor ship Securities, Debts and Bonds, Convertible Debentures, Concept of Private Placement of Securities.
	Unit-II Capital Structure and Leverage Introduction to Capital Structure Theories, EBIT-EPS analysis for Capital Structure decision.
	Cost of Capital - Cost of Debt, Cost of Preference Shares, Cost of Equity Shares and Cost of Retained Earnings, Calculation of Weighted cost of capital Introduction to Concept of leverage
August	Unit-II Capital Structure and Leverage - Operating Leverage, Financial Leverage and Combined leverage
	Unit- III Time Value of Money Introduction to Time value of Money - compounding and discounting Introduction to Basis of Capital Budgeting (time value of money based methods) - NPV and IRR (Net Present Value and Internal Rate of Return)
Septem ber	Unit- III Time Value of Money NPV and IRR (Net Present Value and Internal Rate of Return) Importance of risk and return analysis in corporate Finance.
October	Revision of First Three Units. PPT Presentations for Students as per Group allocated and Internal Exams
Novemb er	Unit-IV Mobilisation of funds Public Deposits and RBI regulations, Company deposits and SEBI regulations, Protection of depositors, RBI and public deposits with NBFC's, Foreign capital and collaborations, Policy development, Capital flows and equity Debt Brief introduction & sources of short term finance Bank overdraft, Cash credit, Factoring.
Decemb er	Foreign Direct investments(FDI), Emerging trends in FDI Global Depository Receipts,
Course Outcom e	Students will be able to remember various sources of funds and its features. Understand the concept of capital structure and learn framing of capital structure. Students will be able to understand the importance of Cost of Capital and apply the concept of cost of capital in making investment decisions. Learn various methods of evaluating Investment opportunities and select the best option using Capital Budgeting Techniques. Learn the importance of Time Value of Money and understand the concept of Discounting and Compounding Learn the importance of Risk and Return Understand the concept of Mobilisation of funds and learn various short terms sources of funds.

CRITERION I - CURRICULAR ASPECTS




  
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BASICS OF FINANCIAL SERVICES SYBMS SEM III	
MONTH	SYLLABUS
June and July	Unit 1 - Financial System: An overview of Financial System, Financial Markets, Structure of Financial Market (Organised and Unorganized Market), Components of Financial System, Major Financial Intermediaries, Financial Products, Function of Financial System, Regulatory Framework of Indian Financial System(Overview of SEBI and RBI-Role and Importance as regulators).
August	Unit 2 - Commercial Banks, RBI And Development Banks • Concept of Commercial Banks- Functions, Investment Policy of Commercial Banks, Liquidity in Banks, Asset Structure of Commercial Banks, Non-Performing Assets, Interest Rate reforms, Capital Adequacy Norms.
September	Unit 2 – Commercial Banks, RBI, and development banks Reserve Bank of India-Organisation & Management, Role And Functions • Development Banks-Characteristics of Development Banks, Need And Emergence of Development Financial Institutions In India, Function of Development Banks
October	Unit 3 – Insurance Reinsurance, Purpose And Need Of Insurance, Different Kinds of Life Insurance Products, Basic Idea About Fire And Marine Insurance and Bancassurance.
November	Unit 4 Mutual Funds: Features and Importance of Mutual Fund. Mutual Fund Schemes, Money Market Mutual Funds, Private Sector Mutual Funds,
December	Unit 4 – Mutual Funds Evaluation of the Performance Of Mutual Funds, Functioning of Mutual Funds In India.
<b>COURSE OUTCOME</b>	
<ul style="list-style-type: none"> <li>· Students will understand the core concepts of business finance and its importance in business.</li> <li>· Students will be acquainted with the tools, types, instruments of financial system.</li> <li>· Students will be able to demonstrate an understanding of the overall role and importance of the financial system and its services</li> </ul>	
<b>TEACHING METHODOLOGY:</b>	
<ul style="list-style-type: none"> <li>· Powerpoint presentation</li> <li>· Website/mobile application of stockedge used showing students about tracking the share market.</li> <li>· Case studies</li> <li>· Discussion/analysis of news articles</li> </ul>	

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**‘BUNTS SANGHA’S  
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SUBJECT: BUSINESS PLANNING AND ENTREPRENEURIAL MANAGEMENT	
COURSE: BMS CLASS: SECOND YEAR	
Course Outcome: This course introduces Entrepreneurship and Entrepreneurial skills to budding managers. After studying the topics given below the students will be exposed to the various responsibilities of a business operation.	
MONTH	TEACHING-LEARNING PLAN
June	· Introduction to the Subject
July	Foundations of Entrepreneurship Development: · Concept and Need of Entrepreneurship Development · Importance and significance of growth of entrepreneurial activities · Theories of Entrepreneurship: 5 Theories and Discussions
August	· Theories of Entrepreneurship: 5 Theories and Discussions cont'd · External Influences on Entrepreneurship Development: · Socio-Cultural, Political, Economic, Personal.
September	· Types &; Classification Of Entrepreneurs (37 Types with Examples) · Intrapreneur – Concept and Development of Intrapreneurship
October	· Women Entrepreneur, Social entrepreneurship · Entrepreneurship in India, Entrepreneurial development Program
November	· Options available to Entrepreneur (Example cases) · Innovation, Invention, Creativity · Idea generation – Sources - Development of product / idea, · Environmental scanning and SWOT analysis
December	· Entrepreneurial Venture, Business Planning Process, Business Plan, Process, Feasibility Analysis, Critical Risk Analysis · Steps involved in starting of Venture · Venture funding, requirements of Capital (Fixed and working) · Sources of finance, · Marketing: Methods, E-entrepreneur
Teaching Methodology	1. Power Point Presentation, 2. Class Discussion, 3. Online Newspaper Articles Discussion, 4. Concept related Videos, 5. Flipped classroom, 6. Break out rooms on Zoom, 7. Success Stories of Entrepreneurs,

SEM IV

CRITERION I - CURRICULAR ASPECTS



  
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***BUSINESS RESEARCH METHODS (SYBMS SEM 4)***

JANUARY	<p>Introduction to the paper, relevance of research. • Introduction to research, importance in business and for society</p> <ul style="list-style-type: none"> <li>• Characteristics of Good Research, Types of research, Concepts in Research: Variables</li> <li>• Stages in research process, Identifying research problem, Research design- Meaning, Definition, Need and Importance, Steps in research design and Types-Descriptive, Exploratory and causal.</li> <li>• Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources. (PPT)</li> </ul>
FEBRUARY	<ul style="list-style-type: none"> <li>• Types of data and sources-Primary and Secondary data sources</li> <li>• Methods of collection of primary data</li> <li>• Processing of data: - <ul style="list-style-type: none"> <li>i) Editing- field and office editing,</li> <li>ii) coding- meaning and essentials,</li> <li>iii) tabulation - note (PPT); Guidance to write research paper. Assignment to write research paper, Measures of central tendencies (practicing sums), measures of dispersion, Correlation &amp; regression (cases to be solved in Assignments)</li> </ul> </li> </ul>
MARCH	<ul style="list-style-type: none"> <li>- Analysis of data-Meaning, Purpose, types.</li> <li>- Interpretation of data-Essentials, importance and Significance of processing data</li> <li>- Multivariate analysis- concept only</li> <li>- Testing of hypothesis- concept and problems- i) chi square test; ii) Zandt-test (for large and small sample)</li> </ul> <p>Assignments</p>
APRIL	<ul style="list-style-type: none"> <li>• Report writing - i) Meaning, importance, functions of reports, essential of a good report, content of report, steps in writing a report, types of reports, Footnotes and Bibliography (PPT)</li> <li>• SUBMISSION OF RESEARCH BASED PROJECT REPORT</li> <li>• Ethics and research</li> <li>• Objectivity, Confidentiality and anonymity in Research, Plagiarism</li> </ul>
MAY	REVISION
Course Outcome	<ul style="list-style-type: none"> <li>- This subject helps students to understand the concept and relevance of research for managers. - The course will inculcate the analytical abilities and research skills among the students.</li> <li>- The course will give hands on experience and learning in Business Research.</li> </ul>

PROGRAM :- S.Y.B.M.S.- SEMESTER IV


COURSE :- FOUNDATION COURSE-IV ETHICS & GOVERNANCE

Month	Topics
January	Concept, History of Corporate Governance in India, Need for Corporate Governance
February	Models of Corporate Governance, Insider Trading
March	Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance
April	Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory Corporate Governance in India, Emerging Trends in Corporate Governance,
May	Revision

Course Outcome:- To understand the emerging need and growing importance of good governance and CSR by organizations To study the ethical business practices, CSR and Corporate Governance practiced by various organizations

**CRITERION I - CURRICULAR ASPECTS**



  
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SEMESTER IV	
SUBJECT: ETHICS AND GOVERNANCE	
COURSE: BMS CLASS: SECOND YEAR	
Course Outcome: After studying this subject this students will understand ethics and ethical practices social responsibilities and good governance which are indispensable progress for a business and a country.	
MONTH	TEACHING-LEARNING PLAN (UNIT I, II & IV)
JANUARY	<ul style="list-style-type: none"> <li>· Introduction to the Subject</li> <li>· Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition</li> </ul>
FEBRUARY	<ul style="list-style-type: none"> <li>· Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders,</li> <li>· Role of Government in Ensuring Business Ethics</li> <li>· Principles of Business Ethics, 3 Cs of Business Ethics</li> <li>· Ethics in Marketing (CLASS DISCUSSION)</li> </ul>
MARCH	<ul style="list-style-type: none"> <li>· Ethics in Human Resource Management (VIDEOS)</li> <li>· Meaning of CSR, Evolution of CSR, Types of Social Responsibility, Need for CSR , CSR Principles and Strategies, Issues in CSR</li> </ul>
APRIL	<ul style="list-style-type: none"> <li>· Recent Guidelines in CSR</li> <li>· Society's Changing Expectations of Business With Respect to Globalization, Future of CSR (CLASS DISCUSSION)</li> <li>· Revision</li> </ul>
MAY	<ul style="list-style-type: none"> <li>· Examination</li> </ul>
Teaching Methodology	<ol style="list-style-type: none"> <li>1. Power Point Presentation,</li> <li>2. Class Discussion,</li> <li>3. Online Newspaper Articles Discussion,</li> <li>4. Concept related Videos,</li> </ol>

PROGRAM :- S.Y.B.M.S.- SEMESTER IV


COURSE:- FINANCIAL INSTITUTIONS & MARKETS

Month	Topics
January	Financial System in India. Financial System Theoretical Settings – Meaning, Importance, Functions of financial system, Indian financial system from financial neutrality to financial activism and from financial volatility to financial stability. Role of government in Financial development , Phases of Indian financial system since independence ( State Domination – 1947-1990, Financial sector reforms 1991 till Financial sector Legislative Reforms Commission 2013) ( Only an Overview) <u>Monitoring Framework for financial Conglomerates</u> Structure of Indian financial system- Financial Institutions ( Banking)
February	Financial Regulators & Institutions in India (detail discussion on their role and functions ) Financial Regulators – Ministry of Finance (Dept of DEA, Expenditure ,Revenue, financial services and disinvestment) RBI- Changing role of RBI in the financial sector, global crisis and RBI, Ministry of Corporate Affairs, SEBI, Pension Fund Regulatory and Development Authority, IRDA. Financial Institutions- Role, Classification, Role of Commercial banks, IFCI, IDBI, Industrial Credit and Investment Corporation of India, SFC, Investment institutions in India ( LIC, GIC) NBFC services provided by NBFC
March	Financial Markets ( In Details) Indian Money Market – Meaning, Features, Functions, Importance, Defects, Participants, Components ( Organized and Unorganized) ( in details) and Reforms Indian Capital Market - Meaning, Features, Functions, Importance, Participants, Instruments, Reforms in Primary and Secondary Market, Stock Indices, NSE, BSE, ADR and GDR Introduction of Commodity and Derivative Markets Insurance and Mutual funds – An introduction
April	Managing Financial Systems Design Financial System Design – Meaning, Stakeholder Lender Conflict, Manager Stock holder conflict, Conflict Resolution and Financial System Design, Bank oriented systems and Market oriented systems its advantages and drawbacks, Dimensions of well-functioning financial systems At global level –Financial system designs of Developed countries ( Japan, Germany , UK and USA) ( Brief Summary) Case studies relating to disinvestments policies of PSU in India, Global crises and failures in market systems around world
May	Revision

Course Outcome:- The Course aims at providing the students basic knowledge about the structure, role and functioning of financial institutions and markets in the financial system in India. To inculcate understanding relating to managing of financial system

**CRITERION I - CURRICULAR ASPECTS**



  
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<b>CORPORATE RESTRUCTURING- SYBMS (SEM IV)</b>	
MONTH	SYLLABUS
January	Unit 1: Corporate Restructuring – Introduction and Concepts ( Only Theory) Corporate Restructuring - Historical Background, Meaning of Corporate Restructuring, Corporate Restructuring as a Business Strategy, Need and Scope of Corporate Restructuring. • Planning, Formulation and Execution of Various Restructuring Strategies, Important Aspects to be considered while Planning or Implementing Corporate Restructuring Strategies. • Forms of Restructuring - Merger, Demerger, Reverse merger , Disinvestment , Takeover/acquisition, Joint Venture (JV), Strategic Alliance, Franchising and Slump sale
February	Unit 2: Accounting of Internal Reconstruction ( Practical and theory) Need for reconstruction and Company Law provisions, Distinction between internal and external reconstructions • Methods including alteration of share capital, variation of share-holder rights, sub division, consolidation, surrender and reissue/cancellation, reduction of share capital, with relevant legal provisions and accounting treatments for same.
March	Unit 3: Accounting of External Reconstruction (Amalgamation/ Mergers/ Takeovers and Absorption)( Practical and theory) In the nature of merger and purchase with corresponding accounting treatments of pooling of interests and purchase methods respectively • Computation and meaning of purchase consideration and Problems based on purchase method of accounting only
April	Unit 4: Impact of Reorganization on the Company - An Introduction (Theory) Change in the Internal Aspects on Reorganization – Change of Name and Logo, Revised Organization Chart, Communication, Employee Compensation, Benefits and Welfare Activities, Aligning Company Policies, Aligning Accounting and Internal Database Management Systems, Re-Visiting Internal Processes and Re-Allocation of People • Change in External Aspects on Reorganization - Engagement with Statutory Authorities, Revised ISO Certification and Similar Other Certifications, Revisiting past Government approvals, decisions and other contracts. • Impact of Reorganization - Gain or Loss to Stakeholders, Implementation of Objectives, Integration of Businesses and Operations, Post Merger Success and Valuation and Impact on Human and Cultural Aspects.
May	Revision
<b>COURSE OUTCOME</b>	
<ul style="list-style-type: none"> <li>· Students will be able to develop and describe corporate restructuring as a business strategy and also different forms of restructuring.</li> <li>· Students will have adequate knowledge of the accounting treatment of internal and external reconstruction.</li> <li>· Students will develop an understanding of the impact of reorganization on the company.</li> </ul>	
<b>TEACHING METHODOLOGY:</b>	
· Case Study	
· Powerpoint Presentation	
· Practical sums - Excel	

2020-2021

TYBMS SEM V

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**CORPORATE COMMUNICATION AND PUBLIC RELATIONS (TYBMS SEM 5 - 2020)**

JUNE & JULY	<p>Foundation of Corporate Communication: Introduction, Meaning, Scope of corporate communication, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario. Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation. <i>Quiz based on this portion to be conducted</i></p>
August	<p>Understanding Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations. Videos related to history of PR <i>Internal Test based on the covered portion to be conducted</i></p>
September	<p>Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory Quiz based on Public Relations topic Functions of Corporate Communication and Public Relations: Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations. <i>Activity: How to write a press release</i></p>
October	<p>Functions of Corporate Communication and Public Relations: Financial Communication: Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising. Examples of Financial Ads discussed Emerging Technology in Corporate Communication and Public Relations: <i>Introduction - Evolution of telecommunication</i></p>
November	<p>, E-internal Communication, E-brand Identity and Company Reputation. Presentations on various Media Relations and Crisis Management topics Corporate Blogging Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog.</p>
December	<b>Activity: Creating Blogs</b>

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		PROGRAM: T.Y.B.M.S.- SEMESTER V		
		COURSE: RISK MANAGEMENT		
Month	Topics			
June & July	Introduction to Risk Management, Risk Measurement and Control • Definition, Risk Process, Risk Organization, Key Risks -Interest, Market, Credit, Currency, Liquidity, Legal, Operational • Risk Management V/s Risk Measurement - Managing Risk, Diversification, Investment Strategies and Introduction to Quantitative Risk Measurement and its Limitations •Principals of Risk - Alpha, Beta, R squared, Standard Deviation, Risk Exposure Analysis, Risk Immunization, Risk and Summary Measures -Simulation Method, Duration Analysis, Linear and other Statistical Techniques for Internal Control			
August	Risk Hedging Instruments and Mechanism: •Forwards, Futures, Options, Swaps and Arbitrage Techniques, Risk Return Trade off, Markowitz Risk Return Model, Arbitrage Theory, System Audit Significance in Risk Mitigation			
September	Enterprise Risk Management •Risk Management V/s Enterprise Risk Management, Integrated Enterprise Risk Management, ERM Framework, ERM Process, ERM Matrix, SWOT Analysis, Sample Risk Register Risk Governance: •Importance and Scope of Risk Governance, Risk and Three Lines of Defense, Risk Management and Corporate Governance			
October	Risk Assurance: • Purpose and Sources of Risk Assurance, Nature of Risk Assurance, Reports and Challenges of Risk Risk and Stakeholders Expectations: • Identifying the Range of Stakeholders and Responding to Stakeholders Expectations Insurance Industry: • Global Perspective, Regulatory Framework in India, IRDA - Reforms, Powers, Functions and Duties.			
November	Role and Importance of Actuary Players of Insurance Business: • Life and Non- Life Insurance, Reinsurance, Bancassurance, Alternative Risk Trance, Insurance Securitization, Pricing of Insurance products, Expected Claim Costs, Risk Classification Claim Management			
December	General Guidelines, Life Insurance, Maturity, Death, Fire, Marine, Motor			

Course outcome: - To familiarize the learners with the fundamental aspects of risk management and control. To give a comprehensive overview of risk governance and assurance with special reference to insurance sector. To introduce the basic concepts, functions, process, techniques of risk management



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COMMODITIES AND DERIVATIVES MARKET - TYBMS SEM V	
MONTH	SYLLABUS
June & July	Unit 1- Introduction to Commodities Market and Derivatives Market a) Introduction to Commodities Market: Meaning, History • & Origin, Types of Commodities Traded, Structure of Commodities Market in India, Participants in Commodities Market, Trading in Commodities in India(Cash & Derivative Segment), Commodity Exchanges in India & Abroad, Reasons for Investing in Commodities b) Introduction to Derivatives Market: Meaning, History • & Origin, Elements of a Derivative Contract
August	Introduction to Derivatives Market: Factors Driving Growth of Derivatives Market, Types of Derivatives, Types of Underlying Assets, Participants in Derivatives Market, Advantages & Disadvantages of Trading in Derivatives Market, Current Volumes of Derivative Trade in India, Difference between Forwards & Futures. Unit 2 - Futures and Hedging a) Futures: Futures Contract Specification, Terminologies, Concept of Convergence
September	Unit 2 – Futures and Hedging Relationship between Futures Price & Expected Spot Price, Basis & Basis Risk, Pricing of Futures Contract, Cost of Carry Model b) Hedging: Speculation • & Arbitrage using Futures, Long Hedge – Short Hedge, Cash & Carry Arbitrage, Reverse Cash & Carry Arbitrage, Basis Risk & Diagrams for Futures Contract, Profit & Loss for Hedger
October	Unit 3 - Options and Option Pricing Models a) Options: Options Contract Specifications, Terminologies, Call Option, Put Option, • Difference between Futures & Options, Trading of Options, Valuation of Options Contract, Factors affecting Option Premium, Payoff Charts & Diagrams for Options Contract, Basic Understanding of Option Strategies b) Options Pricing Models: Binomial Option Pricing Model, Black - Scholes Option Pricing Model
November	Unit 4 - Trading, Clearing & Settlement In Derivatives Market and Types of Risk a) Trading, Clearing & Settlement In Derivatives Market: Meaning and Concept, SEBI Guidelines, Trading Mechanism - Types of Orders, Clearing Mechanism - NSCCL - its Objectives & Functions, Settlement Mechanism - Types of Settlement
December	Unit 4 - Trading, Clearing & Settlement In Derivatives Market and Types of Risk b) Types of Risk: Value at Risk, Methods of calculating VaR, Risk Management Measures , Types of Margins, SPAN Margin
COURSE OUTCOME	
<ul style="list-style-type: none"> <li>• Students will be able to develop an understanding of commodities and derivatives market.</li> <li>• Students will be able to describe and distinguish among alternative derivative instruments and employ theoretical valuation methods to price these financial instruments.</li> <li>• Students will be acquainted with the trading, clearing and settlement mechanism in derivatives market.</li> </ul>	
TEACHING METHODOLOGY:	
Theory	
<ul style="list-style-type: none"> <li>• Powerpoint presentation;</li> <li>• Official websites of BSE, NSE and SEBI</li> <li>• Case studies</li> <li>• Discussion/analysis on newspaper articles</li> </ul>	
Sums - Microsoft Excel	

**CRITERION I - CURRICULAR ASPECTS**




  
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SUBJECT: E-COMMERCE AND DIGITAL MARKETING	
COURSE: BMSCLASS: THIRD YEAR	
Course Outcome: After studying the topics given below the students will understand increasing significance of E-Commerce and its applications in Business and Various Sectors, Digital Marketing activities on various Social Media platforms and its emerging significance in Business. They will be able to explore the Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization.	
MONTH	TEACHING-LEARNING PLAN
June	· Introduction to the Subject
July	· Ecommerce- Meaning, Features of E-commerce, · Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce · Ecommerce Environmental Factors · Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Myths of E-Commerce
August	· Impact of E-Commerce on Business, Ecommerce in India and trends · Meaning, benefits and trends in M-Commerce · E-Business: Meaning, Launching an E-Business, Different phases of Launching an E-Business
September	· Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning · Bricks and Clicks business models in E-Business · Electronic Data Interchange (EDI) in E-Business · Website : Design and Development of Website · Issues Relating to Privacy and Security in E-Business
October	· Electronic Payment Systems · Payment Gateway · Types of Transaction Security · E-Commerce Laws in India, IT Act 2000
November	· Digital Marketing · Digital Marketing on various Social Media platforms · Online Advertisement, Online Marketing Research, Online PR · Web Analytics, Promoting Web Traffic
December	· Group Presentations · Revision · Quiz
Teaching Methodology	1. Power Point Presentation, 2. Class Discussion, 3. Online Newspaper Articles Discussion, 4. Concept related Videos, 5. Flipped classroom, 6. Group Presentations, 7. Break out rooms on Zoom, 8. Case studies as applicable.

**CRITERION I - CURRICULAR ASPECTS**



  
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TYBMS SEM VI

<b>MEDIA PLANNING AND MANAGEMENT (TYBMS SEM 6)</b>	
JANUARY	<ul style="list-style-type: none"> <li>• Meaning &amp; Features of Media, Role of media in consumer decision making and for business</li> <li>• Meaning of Media Planning , Scope, Elements, Media Planning Process, , Factors Influencing Media Planning Decisions (Activity on Media Scheduling)</li> <li>• Impact of Marketing Objectives on Media Planning, Role and Importance of Media in Consumer Buying Decision, Role of Media Planner, Challenges of Media Planning</li> </ul>
FEBRUARY	<ul style="list-style-type: none"> <li>• Organization Structure of Media Company, Regulatory Framework and Legal Aspects in Media Planning</li> <li>• Media Research: Meaning, Role and Importance</li> <li>• Sources of Media Research : Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS, Businessmen’s Readership Survey, TRP, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, CIB Listenership Survey</li> <li>• Media Mix: Meaning, Need, Identifying Audience for Mass Media , Factors Affecting Media Mix Decision, Types of Media Mix Decisions, Broad Media Classes, Media Vehicles, Media Units, Deciding Ideal Media Mix</li> </ul>
MARCH	<ul style="list-style-type: none"> <li>• Media Choices: Print Meaning- Factors Affecting Selection of Print Media Decisions , Types of Print Media, Advantages and Limitations, Television- Meaning, Factors Affecting Selection of Television Media Decisions, Advantages and Limitations, Radio- Meaning, Factors Affecting Selection of Radio Media Decision, Advantages and Limitations, Out of Home (OOH)- Meaning, Types of OOH, Factors Affecting OOH Planning Decision, Advantages and Limitations</li> <li>• Emerging Media</li> </ul>
APRIL	<ul style="list-style-type: none"> <li>• Media Budget: Meaning , Factors to be considered while Framing a Budget: Advertising Task, Competitive Framework, Market Dominance, Market Coverage, Media Cost, Market Task, Pricing ,Frequency of Purchase Importance of Media Budget</li> <li>• Methods of Setting Media Budget - Status Quo, Inflation Adjusted, Advertising Sales, Case Rate &amp; Advertising Margin Method, Share of Market, Yardstick Method, Effective Frequency &amp; Reach Method &amp; Margin Analysis ROI Based Approach, Experimental Approach, Break Even Planning.</li> </ul>
MAY	<ul style="list-style-type: none"> <li>• Media Measurement: Basic Metrics, Television Metrics, Radio Metrics, Print Metrics, OOH Metrics , Benchmarking Metrics, Plan Metrics, Evaluating Media Buys, Evaluating Television Media Buying, Evaluating Print Media Buying, Evaluating Other Media Buys</li> </ul>
Course Outcome	<ul style="list-style-type: none"> <li>- It helps in developing understanding on Media, Media Mix, Media Planning, Strategies with reference to current business scenario</li> <li>- It helps the students to understand basic characteristics of various media to ensure most effective use of media budget</li> <li>- It provides an insight on media planning, budgeting, scheduling and evaluating the different types of media buys.</li> </ul>





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PROGRAM:- T.Y.B.M.S.- SEMESTER VI


COURSE:- INTERNATIONAL FINANCE

Month	Topics
January	Fundamentals of International Finance-a) Introduction to International Finance: Meaning/ Importance of International Finance, Scope of International Finance, Globalization of the World Economy, Goals of International Finance, The Emerging Challenges in International Finance b) Balance of Payment: Introduction, Accounting Principles in Balance of Payment, Components , Balance of Payment Identity Indian Heritage in Business, Management, Production and Consumption c) International Monetary Systems: Evolution of International Monetary System, Gold Standard System, Bretton Woods System, Flexible Exchange Rate Regimes - 1973 to Present, Current Exchange Rate Arrangements, European Monetary System, Fixed & Flexible Exchange Rate System d) An introduction to Exchange Rates: Foreign Bank Note Market, Spot Foreign Exchange Market Exchange Rate Quotations Direct & Indirect Rates Cross Currency Rates Spread & Spread % Factors Affecting Exchange Rates
February	World Financial Markets & Institutions & Risks-a) Euro Currency Bond Markets: Introduction to Euro Currency Market, Origin of Euro Currency Market, Euro Bond Market (Deposit, Loan, Notes Market), Types of Euro Bonds, Innovation in the Euro Bond Markets, Competitive Advantages of Euro Banks, Control & Regulation of Euro Bond Market b) International Equity Markets & Investments: Introduction to International Equity Market, International Equity Market Benchmarks, Risk & Return from Foreign Equity Investments, Equity Financing in the International Markets, Depository Receipts - ADR, GDR, IDRC) International Foreign Exchange Markets: Meaning of International Foreign Exchange Market, FERA v/s FEMA, Scope & Significance of Foreign Exchange Markets, Role of Forex Manager, FDI v/s FPI, Role of FEDAI in Foreign Exchange Market d) International Capital Budgeting: Meaning of Capital Budgeting, Capital Budgeting Decisions, Incremental Cash Flows, Cash Flows at Subsidiary and Parent Company, Repatriation of Profits, Capital Budgeting Techniques - NPV
March	Foreign Exchange Risk, Appraisal & Tax Management a) Foreign Exchange Risk Management: Introduction to Foreign Exchange Risk Management, Types of Risk, Trade & Exchange Risk, Portfolio Management in Foreign Assets, Arbitrage & Speculation International Tax Environment: Meaning of International Tax Environment, Objectives of Taxation, Types of Taxation, Benefits towards Parties doing Business Internationally, Tax Havens, Tax Liabilities c) International Project Appraisal: Meaning of Project Appraisal, Review of Net Present Value Approach (NPV), Option Approach to Project Appraisal, Project Appraisal in the International Context, Practice of Investment Appraisal Review of Net Present Value Approach (NPV), Option Approach to Project Appraisal, Project Appraisal in the International Context, Practice of Investment Appraisal
April	Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives a) Foreign Exchange Markets: Introduction to Foreign Exchange Markets, Structure of Foreign Exchange Markets, Types of Transactions & Settlement Date, Exchange Rate Quotations & Arbitrage, Forward Quotations annualized Forward Margin) b) International Parity Relationships & Foreign Exchange Rate: Interest Rate Parity, Purchasing Power Parity & Fishers Parity, Forecasting Exchange Rates (Efficient Market Approach, Fundamental Approach, Technical Approach, Performance of the Forecasters), Global Financial Markets & Interest Rates Domestic & Offshore Markets, Money Market Instruments) c) Currency & Interest Rate Futures: Introduction to Currency Options (Option on Spot, Futures & Futures Style Options), Futures Contracts, Markets & the Trading Process, Hedging & Speculation with Interest Rate Futures, Currency Options in India
May	Revision

Course Outcome:- to familiarize the student with the fundamental aspects of various issues associated with International Finance. The course aims to give a comprehensive overview of International Finance as a separate area in International Business. To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market

**CRITERION I - CURRICULAR ASPECTS**



  
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PROGRAM:- T.Y.B.M.S.- SEMESTER VI	
COURSE:- STRATEGIC FINANCIAL MANAGEMENT	
Month	Topics
January	Dividend Decision and XBRL- a) Dividend Decision: Meaning and Forms of Dividend, Dividend-Modigliani and Miller's Approach, Walter Model, Gordon Model, Factors determining Dividend Policy, Types of Dividend Policy-b) XBRL: Introduction, Advantages and Disadvantages, Features and Users
February	Capital Budgeting and Capital Rationing- Capital Budgeting: Risk and Uncertainty in Capital Budgeting, Risk Adjusted Cut off Rate, Certainty Equivalent Method, Sensitivity Technique, Probability Technique, Standard Deviation Method, Co-efficient of Variation Method, Decision Tree Analysis, Construction of Decision Tree. Capital Rationing: Meaning , Advantages, Disadvantages, Practical Problems
March	Shareholder Value and Corporate Governance/Corporate Restructuring- Shareholder Value and Corporate Governance: Financial Goals and Strategy, Shareholder Value Creation: EVA and MVA Approach, Theories of Corporate Governance, Practices of Corporate Governance in India Corporate Restructuring: Meaning, Types, Limitations of Merger, Amalgamation, Acquisition, Takeover, Determination of Firm's Value, Effect of Merger on EPS and MPS, Pre Merger and Post Merger Impact. Financial Management in Banking Sector and Working Capital Financing-
April	Financial Management in Banking Sector: An Introduction, Classification of Investments, NPA & their Provisioning ,Classes of Advances, Capital Adequacy Norms, Rebate on Bill Discounting, Treatment of Interest on Advances Working Capital Financing: Maximum Permissible Bank Finance (Tandon Committee), Cost of issuing Commercial Paper and Trade Credit, Matching Approach, Aggressive Approach, Conservative Approach Cost of issuing Commercial Paper and Trade Credit, Matching Approach, Aggressive Approach, Conservative Approach
May	Revision

Course Outcome:- To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable To acquaint learners with contemporary issues related to financial



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PROJECT MANAGEMENT	
TYBMS-B(SEM 6)	
MONTH	LESSON PLAN
JAN	<p>Unit I Introduction to Project Management &amp; Project Initiation (a) Introduction to Project Management: Meaning/Definition of Project &amp; Project Management, Classification of Projects, Why Project Management, Characteristics/Importance of Project Management, Need for Project Management (Objectives), History of Project Management.</p> <p>b) Organizational Structure (Project Organization): Meaning/Definition of Organizational Structure, Organizational Work Flow, Developing Work Integration Positions, Types of Organizational Structure, Forms of Organization, Strategic Business Units (SBU) in Project Management.</p> <p>c) Project Initiation: Project Selection-Meaning of Project Selection, Importance of Project Selection, Criteria for Project Selection ( Models), Types of Project Selection, Understanding Risk &amp; Uncertainty in Project Selection Project Manager-Meaning of Project Manager, Role of Project Manager,</p> <p>Importance of Project Manager, Role of Consultants in Project Management, Selecting Criteria for Project Manager Project Planning-Importance of Project Planning, Functions of Project Planning, System Integration, Project Management Life Cycle, Conflicts &amp; Negotiation Handling in Project Management, Planning Cycle &amp; Master Production Scheduling</p>
FEB	<p>Unit II Analyzing Project Feasibility Project Feasibility Analysis:</p> <p>Meaning/Definition of Project Feasibility, Importance of Project Feasibility, Scope of Project Feasibility Types of Project Feasibility- Market Feasibility, Technical Feasibility, Financial Feasibility, Economic Viability, Operational Feasibility SWOT Analysis ( Environment Impact Assessment, Social Cost Benefit Analysis) Market Analysis:</p> <p>Meaning of Market Analysis, Demand Forecasting, Product Mix Analysis, •Customer Requirement Analysis Technical Analysis:</p> <p>Meaning of Technical Analysis, Use of Various Informational Tools for Analyzing, Advancement in the Era of E-Commerce in Project Management d) Operational Analysis: Meaning of Operation Management Importance of Operation Management, Operation Strategy - Levels of Decisions, Production Planning &amp; Control, Material Management - Work Study &amp; Method Study, Lean Operations</p>
MARCH	<p>Unit III Budgeting, Cost &amp; Risk Estimation in Project Management Funds Estimation in Project: Means of Financing, Types of Financing, Sources of Finance, Government Assistance towards Project Management for Start ups, Cost Control (Operating Cycle, Budgets &amp; Allocations), Determining Financial Needs for Projects, Impact of Leveraging on Cost of Finance</p> <p>b) Risk Management in Projects: What is Risk, Types of Risk in Projects, Risk Management Process, Risk Analysis &amp; Identification, Impact of Risk Handling Measures, Work break Down Structure, New Venture Valuation (Asset Based, Earnings Based, Discounted Cash flow Models)</p> <p>c) Cost Benefit Analysis in Projects Introduction to Cost Benefit Analysis, Efficient Investment Analysis, Cash – Flow Projections, Financial Criteria for Capital Allocation, Strategic Investment Decisions</p> <p>Unit IV New Dimensions in Project Management a) Modern Development in Project Management: Introduction to Modern Development in Project Management, Project Management Maturity Model (PMVM), Continuous Improvement, Developing Effective Procedural Documentation, Capacity Planning</p>
APRIL	<p>Unit IV New Dimensions in Project Management b) Project Monitoring &amp; Controlling: Introduction to Project Monitoring &amp; Controlling, The Planning – Monitoring Controlling Cycle, Computerized Project Management Information System (PMS), Balance in Control System in Project Management, Project Auditing – Life Cycle</p> <p>c) Project Termination &amp; Solving Project Management Problems: Meaning of Project Termination, Reasons for Termination of Projects, Process for Terminating Projects, Strategy/ Ways to Solve Project Management Problems, Project Review &amp; Administrative Aspects, Execution Tools for Closing of Projects</p>

**COURSE OUTCOME**

Learn the concept of Project Management, Organisation structure and Project Initiation.  
Get insight of analyzing project feasibility and its use in Project Management.  
Familiarize with the concept of budgeting, cost and risk estimation in Project management.  
Explore new dimensions in Project Management.

**CRITERION I - CURRICULAR ASPECTS**




  
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INNOVATIVE FINANCIAL SERVICES–TYBMS (SEM VI)	
MONTH	SYLLABUS
January	Unit 1 Introduction to Traditional Financial Services a) Financial Services: · Concept, Objectives/Functions, Characteristics, Financial Service Market, Financial Service Market Constituents, Growth of Financial Services in India, Problems in Financial Services Sector, Banking and Non-Banking Companies, Regulatory Framework
February	Unit 2 Issue Management and Securitization a) Issue Management and Intermediaries: · Introduction, Merchant Bankers/ Lead Managers, Underwriters, Bankers to an Issue, Brokers to an Issue  b) Stock Broking: · Introduction, Stock Brokers, SubBrokers, Foreign Brokers, Trading and Clearing/Self Clearing Members, Stock Trading ( Cash and Normal) Derivative Trading
March	Unit 3: Financial Services and its Mechanism a) Lease and Hire-Purchase: · Meaning, Types of Lease - Finance Lease, Operating Lease, Advantages and Disadvantages of Leasing, Leasing in India, Legal Aspects of Leasing. · Definition of Hire Purchase, Hire Purchase and Installment Sale Characteristics, Hire Purchase and Leasing, Advantages of Hire Purchase, Problems of Hire Purchase.
April	Unit 4: Consumer Finance and Credit Rating a) Consumer Finance: · Introduction, Sources, Types of Products, Consumer Finance Practice in India, Mechanics of Consumer Finance, Terms, Pricing, Marketing and Insurance of Consumer Finance, Consumer Credit Scoring, Case for and against Consumer Finance
May	Revision
<b>COURSE OUTCOME</b>	
<ul style="list-style-type: none"> <li>· Students will be able to understand the meaning, characteristics and differences between different services.</li> <li>· Students will be acquainted with the regulatory framework for different services.</li> <li>· Students will be able to calculate the cost of factoring and take decisions for the same.</li> </ul>	
<b>TEACHING METHODOLOGY:</b>	
<ul style="list-style-type: none"> <li>· Case Study</li> <li>· Powerpoint Presentation</li> <li>· Official websites of credit rating agencies.</li> <li>· Practical sums - Excel</li> </ul>	

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SEMESTER VI				
SUBJECT: RETAIL MANAGEMENT				
COURSE: BMS CLASS: THIRD YEAR				
Course Outcome: After studying this subject students will have detailed understanding about store management, merchandise management and retail business strategies. The students will be acquainted with legal and ethical aspects of retail management				
MONTH	TEACHING-LEARNING PLAN			
JANUARY	<ul style="list-style-type: none"> <li>· Introduction to the subject, Meaning of Retail, Significance, Factors Influencing Retail Management, Scope of Retail Management</li> <li>· Multichannel Retailing: Meaning and Types</li> <li>· Impact of Globalization on Retailing</li> <li>· Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels (VIDEOS)</li> <li>· FDI in Retailing, Franchising, Green Retailing, Airport Retailing</li> </ul>			
FEBRUARY	<ul style="list-style-type: none"> <li>· Retail Consumer/Shopper</li> <li>· CRM in Retail</li> <li>· Retail Strategy</li> <li>· Store Location Selection</li> <li>· HRM in Retail</li> </ul>			
MARCH	<ul style="list-style-type: none"> <li>· Merchandise Management</li> <li>· Buying Function</li> <li>· Concept of Lifestyle Merchandising</li> <li>· Private Label (PICTURES &amp; GROUP DISCUSSION)</li> <li>· Group presentations (Internal Assessment)</li> <li>· Pricing Strategies (PICTURES)</li> </ul>			
APRIL	<ul style="list-style-type: none"> <li>· Retail Store Operations: Meaning, Responsibilities of Store Manager, The 5 S's of Retail Operations (Systems, Standards, Stock, Space, Staff) (PICTURES)</li> <li>· Store Design and Layout-types (PICTURES)</li> <li>· Signage and Graphics, Feature Areas</li> <li>· Revision</li> </ul>			
MAY	<ul style="list-style-type: none"> <li>· Examination</li> </ul>			
Teaching Methodology	<ol style="list-style-type: none"> <li>1. Power Point Presentation,</li> <li>2. Class Discussion,</li> <li>3. Online Newspaper Articles Discussion,</li> <li>4. Concept related Videos,</li> <li>5. Flipped classroom,</li> </ol>			

**FYBSCIT**

<b>September 2020</b>	<p><b>UNIT I:</b> <b>Number System:</b> Analog System, digital system, numbering system, binary number system, octal number system, hexadecimal number system, conversion from one number system to another, floating point numbers, weighted codes binary coded decimal, non-weighted codes Excess – 3 code, Gray code, Alphanumeric codes – ASCII Code, EBCDIC, ISCII Code, Hollerith Code, Morse Code, Teletypewriter (TTY), Error detection and correction, Universal Product Code, Code conversion.</p> <p><b>Binary Arithmetic:</b> Binary addition, Binary subtraction, Negative number representation, Subtraction using 1's complement and 2's complement, Binary multiplication and division, Arithmetic in octal number system, Arithmetic in hexadecimal number system, BCD and Excess – 3 arithmetic.</p> <p><b>TM: Talk, Videos, Practical</b> <b>Assessment: Internal Exam, Quiz</b></p> <p><b>UNIT II:</b> <b>Boolean Algebra and Logic Gates:</b> Introduction, Logic (AND OR NOT), Boolean theorems, Boolean Laws, De Morgan's Theorem, Perfect Induction, Reduction of Logic expression using Boolean Algebra, Deriving Boolean expression from given circuit, exclusive OR and Exclusive NOR gates, Universal Logic gates, Implementation of other gates using universal gates, Input bubbled logic, Assertion level.</p>
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<p><b>October 2020</b></p>	<p><b>UNIT II:</b>  <b>Minterm, Maxterm and Karnaugh Maps:</b>                      Introduction, minterms and sum of minterm form, maxterm and Product of maxterm form, Reduction technique using Karnaugh maps – 2/3/4/5/6 variable K-maps, Grouping of variables in K-maps, K-maps for product of sum form, minimize Boolean expression using K-map and obtain K-map from Boolean expression, Quine McCluskey Method.  <b>TM: Talk, Videos, Practical</b>  <b>Assessment: Internal Exam, Quiz</b></p> <p><b>UNIT III:</b>  <b>Combinational Logic Circuits:</b>                      Introduction, Multi-input, multi-output Combinational circuits, Code converters design and implementations  <b>Arithmetic Circuits:</b>                      Introduction, Adder, BCD Adder, Excess – 3 Adder, Binary Subtractors, BCD Subtractor, Multiplier, Comparator.  <b>TM: Talk, Videos, Practical</b>  <b>Assessment: Internal Exam, Quiz</b></p>
<p><b>November 2020</b></p>	<p><b>UNIT IV: Multiplexer, Demultiplexer, ALU, Encoder and Decoder:</b>                      Introduction, Multiplexer, Demultiplexer, Decoder, ALU, Encoders.  <b>Sequential Circuits: Flip-Flop:</b>                      Introduction, Terminologies used, S-R flip-flop, D flip-flop, JK flip-flop, Race-around condition, Master – slave JK flip-flop, T flip-flop, conversion from one type of flip-flop to another, Application of flip-flops.  <b>TM: Talk, Videos, Practical</b>  <b>Assessment: Internal Exam, Quiz</b></p>
<p><b>December 2020</b></p>	<p><b>Unit V: Counters:</b>                      Introduction, Asynchronous counter, Terms related to counters, IC 7493 (4-bit binary counter), Synchronous counter, Bushing, Type T Design, Type JK Design, Presettable counter, IC 7490, IC 7492, Synchronous counter ICs, Analysis of counter circuits.  <b>UNIT V: Shift Register:</b>                      Introduction, parallel and shift registers, serial shifting, serial-in serial-out, serial-in parallel-out, parallel binary sequence generator, IC7495, Seven Segment displays, analysis of shift counters.  <b>TM: Talk, Videos, Practical</b>  <b>Assessment: Internal Exam, Quiz</b></p>





FYBScIT

Digital Electronics Course Outcome:

1. Understand the concepts of various components to design stable analog circuits.
2. Represent numbers and perform arithmetic operations.

CRITERION I - CURRICULAR ASPECTS



  
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3. Minimize the Boolean expression using Boolean algebra and design it using logic gates.
4. Analyze and design combinational circuit.

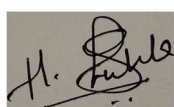
<b>F.Y.B.Sc.IT-SEM I</b>	
<b>SUBJECT: Imperative Programming</b>	
<b>Month</b>	<b>Topics to be Covered</b>
SEPTEMBER	<p><b>UNIT I: Introduction:</b> Types of Programming languages, History, features &amp; application. Simple program logic, program development cycle, pseudocode statements &amp; flowchart symbols, sentinel value to end a program, programming &amp; user environments, evolution of programming models., desirable program characteristics.</p> <p><b>[TM:PPT,VIDEO,PRACTICAL-Online Implementation]</b></p> <p><b>Assessment: Internal Exam</b></p>
OCTOBER	<p><b>UNIT I: Fundamentals:</b> Structure of a program, Compilation and Execution of a Program, Character Set, identifiers and keywords, data types, constants, variables and arrays, declarations, expressions, statements, Variable definition, symbolic constants</p> <p><b>UNIT II: Operators and Expressions:</b> Arithmetic, unary, relational, logical, assignment, assignment, &amp; the conditional operator, library functions.</p> <p><b>Data Input and output:</b> Single character input and output, entering input data, scanf &amp; printf function, gets and puts functions, interactive programming.</p> <p><b>UNIT III: Conditional Statements and Loops:</b> Decision Making Within A Program, Conditions, Relational Operators, Logical Connectives, If Statement, If-Else Statement, Loops: While Loop, Do While, For Loop. Nested Loops, Infinite Loops, Switch Statement.</p> <p><b>[TM:PPT,VIDEO,PRACTICAL-Online Implementation]</b></p> <p><b>Assessment: Internal Exam</b></p>
NOVEMBER	<p><b>UNIT III :Functions:</b> Overview, defining a function, accessing a function, passing arguments to a function, specifying argument data types, function prototypes, recursion, modular programming and functions, standard library of c functions, prototype of a function: parameter list, return type, function call, block structure, passing arguments to a function: call by reference, call by value.</p> <p><b>UNIT IV: Program structure:</b> Storage classes, automatic, external, &amp; static variables, multifile programs, more library functions, Preprocessor: Features, #define and #include.</p> <p><b>Directives and Macros Arrays:</b> Definition, processing, passing arrays to functions, multidimensional arrays, arrays and strings.</p> <p><b>[TM:PPT,VIDEO,PRACTICAL-Online Implementation]</b></p> <p><b>Assessment: Internal Exam</b></p>
DECEMBER	<p><b>UNIT V: Pointers:</b> Fundamentals, declarations, Pointers Address Operators, Pointer Type Declaration, Pointer Assignment, Pointer Initialization, Pointer Arithmetic, Functions and Pointers, Arrays And Pointers, Pointer Arrays, passing functions to other functions</p> <p><b>Structures and Unions:</b> Structure Variables, Initialization, Structure Assignment, Nested Structure, Structures and Functions, Structures and Arrays: Arrays of Structures, Structures Containing Arrays, Unions, Structures and pointers. <b>[TM:PPT,VIDEO,PRACTICAL-Online Implementation]</b></p> <p><b>Assessment: Internal Exam</b></p>



**Course Outcome**

**IMPERATIVE PROGRAMMING — [F.Y.B.Sc.IT SEM-I]**

1. How C provides a foundation for further study of programming languages.
2. Develop the ability to analyze a problem, develop an algorithm & flowchart to solve it.
3. To use simple input and output statements, Conditional operation, Control statements, & Looping.
4. To use Pointers and pointer operators.
5. Familiarize the basic aspects of arrays, structure and file handling.



**Teacher Signature**



**Co-ordinator Signature**



**Principal Signature**

Month	F.Y.B.Sc.IT – Semester I Operating System	Subject Name:
September 2020	<p><b>Unit I : Introduction(PPT and Videos)</b> What is an operating system? History of operating system, computer hardware, different operating systems, operating system concepts, System calls, operating system structure.</p> <p><b>Processes and Threads:</b> Processes, threads, interprocess communication, scheduling, IPC Problems.</p> <p><b>II Memory Management(Whiteboard and Video )</b> No memory abstraction, memory abstraction: address spaces, virtual memory, and page replacement algorithms, design issues for paging Systems, implementation issues, and segmentation.</p> <p><b>File Systems: (Whiteboard ,PPT )</b> Files, directories, file system implementation, file-system management and optimization, MS-DOS file system, UNIX V7 file system, CD ROM file system.</p>	
October 2020	<p><b>Unit II :Memory Management: (Whiteboard ,PPT )</b> No memory abstraction, memory abstraction: address spaces, virtual memory, and page replacement algorithms, design issues for paging Systems, implementation issues, and segmentation.</p> <p><b>File Systems: (Whiteboard ,PPT )</b> Files, directories, file system implementation, file-system management and optimization, MS-DOS file system, UNIX V7 file system, CD ROM file system.</p> <p><b>Unit III : Input-Output: (Whiteboard ,PPT )</b> Principles of I/O hardware, Principles of I/O software, I/O software layers, disks, clocks, user interfaces: keyboard, mouse, monitor, thin clients, power management,</p> <p><b>Deadlocks: (Whiteboard ,PPT , Video)</b></p>	



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	Resources, introduction to deadlocks, the ostrich algorithm, deadlock detection and recovery, deadlock avoidance, deadlock prevention, Issues.
<b>November 2020</b>	<b>Unit IV : Virtualization and Cloud: (Whiteboard ,PPT )</b> History, requirements for virtualization, type 1 and 2 hypervisors, techniques for efficient virtualization, hypervisor microkernels, memory virtualization, I/O virtualization, Virtual appliances, virtual machines on multicore CPUs, Clouds. <b>Multiple Processor Systems (Whiteboard ,PPT )</b> Multiprocessors, multicomputer, distributed systems
<b>December 2020</b>	<b>Unit V: Case Study on LINUX and ANDROID: (Whiteboard ,PPT, Flip Classroom)</b> History of Unix and Linux, Linux Overview, Processes in Linux, Memory management in Linux, I/O in Linux, Linux file system, Security in Linux. Android <b>Case Study on Windows: (Whiteboard ,PPT, Flip Classroom)</b> History of windows through Windows 10, programming windows, system structure, processes and threads in windows, memory management, caching in windows, I/O in windows, Windows NT file System, Windows power management, Security in windows.

Co-ordinator

Teacher


Principal

**COURSE OUTCOME FOR OPERATING SYSTEM-SEMESTER 1**

1. An appreciation of the role of an operating system.
2. Understand the theory and logic behind the design and construction of operating systems.
3. Examine the algorithms used for various operations on operating systems.
4. Differentiate between various operating systems functionalities in terms of performance.
5. Know the problems in the design of operating system and study the probable solutions.
6. Become aware of the issues in the management of resources like processor, memory and input-output.
7. To understand the main components of an OS & their functions.
8. To study the process management and scheduling.
9. To understand various issues in Inter Process Communication (IPC) and the role of OS in IPC.

CRITERION I - CURRICULAR ASPECTS



  
**PRINCIPAL**  
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10. To understand the concepts and implementation Memory management policies and virtual memory.

11. To understand the working of an OS as a resource manager, file system manager, process manager, memory manager and I/O manager and methods used to implement the different parts of OS

12. To study the need for special purpose operating system with the advent of new emerging technologies

**B.Sc.(Information Technology) Course Name: Discrete Mathematics  
Semester-I Course code: USIT 104**

**Teaching Methodology : CHALK & TALK and PPT, REVERSE LEARNING**

**Month**

**Topic to be covered Unit 1: Introduction: Variables, The Language of Sets, The Language of Relations and Function Set Theory: Definitions and the Element Method of Proof, Properties of Sets,**

Disproof's, Algebraic Proofs, Boolean Algebras, Russell's Paradox and the Halting **September Problem. The Logic of Compound Statements: Logical Form and Logical Equivalence, Conditional Statements, Valid and Invalid Arguments. Unit 2:Quantified Statements: Predicates and Quantified Statements, Statements with Multiple Quantifiers, Arguments with Quantified Statements**

**Elementary Number Theory and Methods of Proof: Introduction to Direct Proofs, Rational Numbers, Divisibility, Division into Cases and the Quotient-Remainder Theorem, Floor and Ceiling, Indirect Argument: Contradiction and Contraposition, Two Classical Theorems, Applications in algorithms. Unit 3:Sequences, Mathematical Induction, and Recursion: Sequences, Mathematical Induction, Strong Mathematical Induction and the Well-Ordering Principle for the Integers, Correctness of algorithms, defining sequences recursively, solving recurrence relations by iteration, Second order linear homogenous recurrence relations with constant coefficients. General recursive definitions and structural induction.**

**October**



**Functions:** Functions Defined on General Sets, One-to-One and Onto, **Inverse** Functions, **Composition of Functions, Cardinality** with Applications to Computability **Unit 4:**

**Relations: Relations on Sets, Reflexivity, Symmetry, and Transitivity, Equivalence Relations, Partial Order Relations** **Graphs and Trees: Definitions and Basic Properties, Trails, Paths, and Circuits, Matrix Representations** of Graphs, Isomorphism's of Graphs, **Trees, Rooted Trees, Isomorphism's of Graphs, Spanning trees and shortest paths.**

**November**

**December**

**Unit 5: \_Counting and Probability: Introduction, Possibility Trees and the Multiplication Rule, Possibility Trees and the Multiplication Rule, Counting Elements of Disjoint Sets: The Addition Rule, The Pigeonhole Principle, Counting Subsets of a Set: Combinations, r-Combinations with Repetition Allowed, Probability Axioms and Expected Value, Conditional Probability, Bayes' Formula, and Independent Events.**

**Books And References:**

**Sr. No.**

**Title**

**Discrete Mathematics with Applications**

ations

**Author/s** Sussana S. Epp

**Publisher** Cengage Learning

**1.**

<b>F.Y.B.Sc.IT-SEM II</b>
<b>SUBJECT: Green Computing</b>



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Month	Topics to be Covered
JANUARY	<p><b>UNIT I:</b> Overview and Issues: Problems: Toxins, Power Consumption, Equipment Disposal, Company’s Carbon Footprint: Measuring, Details, reasons to bother, Plan for the Future, Cost Savings: Hardware, Power. Initiatives and Standards: Global Initiatives: United Nations, Basel Action Network, Basel Convention, North America: The United States, Canada, Australia, Europe, WEEE Directive, RoHS, National Adoption, Asia: Japan, China, Korea  <b>[TM: PPT, VIDEO]</b>  <b>Assessment : Internal Exam, Viva</b></p>
FEBRUARY	<p><b>UNIT II:</b> Minimizing Power Usage: Power Problems, Monitoring Power Usage, Servers, Low-Cost Options, Reducing Power Use, Data De-Duplication, Virtualization, Management, Bigger Drives, Involving the Utility Company, LowPower Computers, PCs, Linux, Components, Servers, Computer Settings, Storage, Monitors, Power Supplies, Wireless Devices, Software. Cooling: Cooling Costs, Power Cost, Causes of Cost, Calculating Cooling Needs, Reducing Cooling Costs, Economizers, On-Demand Cooling, HP’s Solution, Optimizing Airflow, Hot Aisle/Cold Aisle, Raised Floors, Cable Management, Vapour Seal, Prevent Recirculation of Equipment Exhaust, Supply Air Directly to Heat Sources, Fans, Humidity, Adding Cooling, Fluid Considerations, System Design, Datacentre Design, Centralized Control, Design for Your Needs, Put Everything Together.  <b>UNIT III:</b> Changing the Way of Work: Old Behaviours, starting at the Top, Process Reengineering with Green in Mind, Analysing the Global Impact of Local Actions Steps: Water, Recycling, Energy, Pollutants, Teleworkers and Outsourcing, Telecommuting, Outsourcing, how to Outsource. Going Paperless: Paper Problems, The Environment, Costs: Paper and Office, Practicality, Storage, Destruction, Going Paperless, Organizational Realities, Changing Over, Paperless Billing, Handheld Computers vs. the Clipboard, Unified Communications, Intranets, What to Include Building an Intranet, Microsoft Office SharePoint Server 2007, Electronic Data Interchange (EDI), Value Added Networks, Advantages, Obstacles.. <b>[TM: PPT, VIDEO]</b>  <b>Assessment : Internal Exam, Viva</b></p>
	<p><b>UNIT IV:</b> Recycling: Problems, China, Africa, Materials, Means of Disposal, Recycling, Refurbishing, Make the Decision, Life Cycle, from</p>



<b>MARCH</b>	<p>beginning to end, Life, Cost, Green Design, Recycling Companies, Finding the Best One, Checklist, Certifications, Hard Drive Recycling, Consequences, cleaning a Hard Drive, Pros and cons of each method, CDs and DVDs, good and bad about CDs and DVDs disposal, Change the mind-set, David vs. America Online Hardware Considerations: Certification Programs, EPEAT, RoHS, Energy Star, Computers, Monitors, Printers, Scanners, All-in-Ones, Thin Clients, Servers, Blade Servers, Consolidation, Products, Hardware Considerations, Planned Obsolescence, Packaging, Toxins, Other Factors, Remote Desktop, Using Remote Desktop, Establishing a Connection, In Practice.</p> <p><b>UNIT V: Greening Your Information Systems: Initial Improvement Calculations, Selecting Metrics, Tracking Progress, Change Business Processes, Customer Interaction, Paper Reduction, Green Supply Chain, Improve Technology Infrastructure, Reduce PCs and Servers, Shared Services, Hardware Costs, Cooling. Staying Green: Organizational Check-ups, Chief Green Officer, Evolution, Sell the CEO, SMART Goals, Equipment Check-ups, Gather Data, Tracking the data, Baseline Data, Benchmarking, Analyse Data, Conduct Audits, Certifications, Benefits, Realities, Helpful Organizations. [TM: PPT, VIDEO]</b></p> <p><b>Assessment : Internal Exam , Presentation</b></p>
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<p><b>Course Outcome</b> <b><u>GREEN COMPUTING — [F.Y.B.Sc.IT SEM-III]</u></b></p> <ol style="list-style-type: none"> <li>1. Understanding of e-waste and recycling</li> <li>2. Understanding of data center , virtualization and energy related issues</li> <li><b><u>3.</u></b> Understanding of paperless office, telecommuting, CGO</li> </ol>
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<b>F.Y.B.Sc.IT-SEM II</b>	
<b>SUBJECT: Object Oriented Programming</b>	
<b>Month</b>	<b>Topics to be Covered</b>
<b>JANUARY</b>	<p><b>UNIT I:</b> Object Oriented Methodology: Introduction, Advantages and Disadvantages of Procedure Oriented Languages, what is Object Oriented? What is Object Oriented Development? Object Oriented Themes, Benefits and Application of OOPS. Principles of OOPS: OOPS Paradigm, Basic Concepts of OOPS: Objects, Classes, Data Abstraction and Data Encapsulation, Inheritance, Polymorphism, Dynamic Binding, Message Passing</p> <p><b>UNIT II:</b> Classes and Objects: Simple classes (Class specification, class members accessing), Defining member functions, passing object as an argument, Returning object from functions, friend classes, Pointer to object, Array of pointer to object. <b>[TM: LIVE (PRACTICAL) IMPLEMENTATION, PPT, VIDEO]</b> <b>Assessment: Internal Exam, Quiz</b></p>



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FEBRUARY	<p><b>UNIT II:</b> Constructors and Destructors: Introduction, Default Constructor, Parameterized Constructor and examples, Destructors</p> <p><b>UNIT III:</b> Polymorphism: Concept of function overloading, overloaded operators, overloading unary and binary operators, overloading comparison operator, overloading arithmetic assignment operator, Data Conversion between objects and basic types.  <b>[TM: LIVE (PRACTICAL) IMPLEMENTATION, PPT, VIDEO]</b>  <b>Assessment: Internal Exam, Quiz,</b></p>
MARCH	<p><b>UNIT IV:</b> Program development using Inheritance: Introduction, understanding inheritance, Advantages provided by inheritance, choosing the access specifier, Derived class declaration, derived class constructors, class hierarchies, multiple inheritance, multilevel inheritance, containership, hybrid inheritance.</p> <p>Exception Handling: Introduction, Exception Handling Mechanism, Concept of throw &amp; catch with example.</p> <p><b>UNIT V:</b> Templates: Introduction, Function Template and examples, Class Template and examples.</p> <p>Working with Files: Introduction, File Operations, Various File Modes, File Pointer and their Manipulation.  <b>[TM: LIVE (PRACTICAL) IMPLEMENTATION, PPT, VIDEO]</b>  <b>Assessment: Internal Exam.</b></p>

**Course Outcome**

**OBJECT ORIENTED PROGRAMMING WITH C++ — [F.Y.B.Sc.IT SEM-II]**

1. Designed meticulously to help students master the Object Oriented Programming skills in C++.
2. It covers basic topics like input/output streams, namespaces, classes and objects, constructors, function overloading, function overriding through to advanced topics such as Inheritance, Polymorphism, Templates, Exception handling, File handling etc,
3. It will be a stepping stone for learning other technologies like Java, Ios, Windows phone programming etc

January 2021	<p><b>UNIT I:</b>  <b>Microprocessor, microcomputers, and Assembly Language:</b> Microprocessor, Microprocessor Instruction Set and Computer Languages, From Large Computers to Single-Chip Microcontrollers, Applications. <b>[Group Discussion]</b>  Microprocessor Architecture and its operation’s, Memory, I/O Devices, Microcomputer System, Logic Devices and Interfacing, Microprocessor-Based System Application.  Introduction, 8085 Microprocessor unit, 8085-Based Microcomputer, Memory Interfacing, Interfacing the 8155 Memory Segment, Illustrative Example: Designing Memory for the MCTS Project, Testing and Troubleshooting Memory Interfacing Circuit, 8085-Based Single-Board microcomputer.  <b>TM: Talk, Videos, Practical</b>  <b>Assessment: Internal Exam, Quiz</b></p> <p><b>UNIT II:</b>  <b>Introduction to 8085 Instructions:</b> Data Transfer Operations, Arithmetic Operations, Logic Operation</p>
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	<p><b>Introduction to 8085 Instructions:</b> Branch Operation, Writing Assembly Languages Programs, Debugging a Program.</p>
February 2021	<p><b>UNIT II:</b>Basic Interfacing concepts, Interfacing Output Displays, Interfacing Input Devices, Memory Mapped I/O, Testing and Troubleshooting I/O Interfacing Circuits. The 8085 Programming Model, Instruction Classification, Instruction, Data and Storage, Writing assembling and Execution of a simple program, Overview of 8085 Instruction Set, Writing and Assembling Program. <b>TM: Talk, Videos, Practical</b> <b>Assessment: Internal Exam, Quiz</b></p> <p><b>UNIT III: Programming Techniques With Additional Instructions:</b> Programming Techniques: Looping, Counting and Indexing, Additional Data Transfer and 16-Bit Arithmetic Instructions, Arithmetic Instruction Related to Memory, Logic Operations: Rotate, Logics Operations: Compare, Dynamic Debugging. <b>Counters and Time Delays:</b> Counters and Time Delays, Illustrative Program: Hexadecimal Counter, Illustrative Program: zero-to-nine (Modulo Ten) Counter, Generating Pulse Waveforms, Debugging Counter and Time-Delay Programs. <b>Stacks and Subroutines:</b> Stack, Subroutine, Restart, Conditional Call, Return Instructions, Advanced Subroutine concepts. <b>TM: Talk, Videos, Practical</b> <b>Assessment: Internal Exam, Quiz</b></p>
March 2021	<p><b>UNIT IV:</b> <b>Code Conversion, BCD Arithmetic, and 16-Bit Data Operations:</b> BCD-to-Binary Conversion, Binary-to-BCD Conversion, BCD-to-Seven-Segment-LED Code Conversion, Binary-to-ASCII and ASCII-to-Binary Code Conversion, BCD Addition, BCD Subtraction, Introduction To Advanced Instructions and Applications, Multiplication, Subtraction With Carry. <b>Software Development System and Assemblers:</b> Microprocessors-Based Software Development system, Operating System and Programming Tools, Assemblers and Cross-Assemblers, Writing Program Using Cross Assemblers. <b>Interrupts:</b> The 8085 Interrupt, 8085 Vectored Interrupts, Restart as S/W Instructions, Additional I/O Concepts and processes. <b>TM: Talk, Videos, Practical</b> <b>Assessment: Internal Exam, Quiz</b></p> <p><b>UNIT V:</b> The Pentium and Pentium Pro microprocessors: Introduction, Special Pentium registers, Memory management, Pentium instructions, Pentium Pro microprocessor, Special Pentium Pro features. Core 2 and later Microprocessors: Introduction, Pentium II software changes, Pentium IV and Core 2, i3, i5 and i7. SUN SPARC Microprocessor: Architecture, Register file, data types and instruction format <b>TM: Talk, Videos, Practical</b> <b>Assessment: Internal Exam, Quiz</b></p>





**Teacher Signature**



**Co-ordinator Signature**



**Principal Signature**

FYBSCIT-Sem II

**Microprocessor Architecture -Course Outcome:**

1. Apply the fundamentals of assembly level programming of microprocessors.
2. Build a program on a microprocessor using instruction set of 8086.
3. Develop the assembly level programming using 8086 loop instruction set.
4. Analyze abstract problems and apply a combination of hardware and software to address the problem.
5. Understanding different types of processors available in the market.





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**F.Y.B.Sc.IT – SEM-II**

<b>Month</b>	<b>Topic to be covered</b>
<b>January</b>	<p><b>Unit:1-</b>  <b>Mathematical Modeling and Engineering Problem Solving:</b> A Simple Mathematical Model, Conservation Laws and Engineering Problems  <b>Approximations and Round-Off Errors:</b> Significant Figures, Accuracy and Precision, Error Definitions, Round-Off Errors  <b>Truncation Errors and the Taylor Series:</b>                      The Taylor Series, Error Propagation, Total Numerical Errors, Formulation Errors and Data Uncertainty. <b>(CHALK &amp; TALK , PPT)</b>  <b>Assessment: Internal Examination, Viva</b></p> <p><b>Unit : 2-</b>  <b>Solutions of Algebraic and Transcendental Equations:</b> The Bisection Method, The Newton-Raphson Method, The Regula-falsi method, The Secant Method.</p>
<b>February</b>	<p><b>Interpolation:</b> Forward Difference, Backward Difference, Newton's Forward Difference Interpolation, Newton's Backward Difference Interpolation, Lagrange's Interpolation.  <b>(CHALK &amp; TALK , PPT)</b>  <b>Assessment: Internal Examination, Viva</b></p> <p><b>Unit 3:-</b>  <b>Solution of simultaneous algebraic equations (linear) using iterative methods:</b> Gauss-Jordan Method, Gauss-Seidel Method.  <b>Numerical differentiation and Integration:</b> Numerical differentiation, Numerical integration using Trapezoidal Rule, Simpson's 1/3<sup>rd</sup> and 3/8<sup>th</sup> rules.  <b>Numerical solution of 1st and 2nd order differential equations:</b> Taylor series, Euler's Method, Modified Euler's Method, Runge-Kutta Method for 1<sup>st</sup> and 2<sup>nd</sup> Order Differential Equations.  <b>(CHALK &amp; TALK , PPT)</b>  <b>Assessment: Internal Examination, Viva</b></p>
<b>March</b>	<p><b>Unit:4 -</b>  <b>Least-Squares Regression:</b>                      Linear Regression, Polynomial Regression, Multiple Linear Regression, General Linear Least Squares, Nonlinear Regression  <b>Linear Programming:</b> Linear optimization problem, Formulation and Graphical solution, Basic solution and Feasible solution. . <b>(CHALK &amp; TALK , PPT)</b>  <b>Assessment: Internal Examination, Viva</b></p> <p><b>Unit :5-</b>  <b>Random variables:</b> Discrete and Continuous random variables, Probability density function, Probability distribution of random variables, Expected value, Variance.</p>
<b>April</b>	<p><b>Distributions:</b> Discrete distributions: Uniform, Binomial, Poisson, Bernoulli, Continuous distributions: uniform distributions, exponential, (derivation of mean and variance only and state other properties and discuss their applications) Normal distribution state all the properties and its applications.  <b>(CHALK &amp; TALK , PPT)</b>  <b>Assessment: Internal Examination, Viva</b></p>



<b>Course: USIT 104</b>	<b>Numerical &amp; Statistical Method (SEM-II) ( credits: 2, Lectures/ week: 4)</b>
<b>Expected Learning Outcomes:</b>	
<ol style="list-style-type: none"> <li>1) To develop the student’s ability to deal with numerical and quantitative issues in business</li> <li>2) To enable the use of statistical, graphical and algebraic techniques wherever relevant.</li> <li>3) To have a proper understanding of Statistical applications in Economics and Management</li> </ol>	

<b>F.Y.B.Sc.IT-SEM II</b>	
<b>SUBJECT: Object Oriented Programming</b>	
<b>Month</b>	<b>Topics to be Covered</b>
JANUARY	<p><b>UNIT I:</b> Object Oriented Methodology: Introduction, Advantages and Disadvantages of Procedure Oriented Languages, what is Object Oriented? What is Object Oriented Development? Object Oriented Themes, Benefits and Application of OOPS. Principles of OOPS: OOPS Paradigm, Basic Concepts of OOPS: Objects, Classes, Data Abstraction and Data Encapsulation, Inheritance, Polymorphism, Dynamic Binding, Message Passing</p> <p><b>UNIT II:</b> Classes and Objects: Simple classes (Class specification, class members accessing), Defining member functions, passing object as an argument, Returning object from functions, friend classes, Pointer to object, Array of pointer to object. <b>[TM: LIVE (PRACTICAL) IMPLEMENTATION, PPT, VIDEO]</b> <b>Assessment: Internal Exam</b></p>
FEBRUARY	<p><b>UNIT II:</b> Constructors and Destructors: Introduction, Default Constructor, Parameterized Constructor and examples, Destructors</p> <p><b>UNIT III:</b> Polymorphism: Concept of function overloading, overloaded operators, overloading unary and binary operators, overloading comparison operator, overloading arithmetic assignment operator, Data Conversion between objects and basic types. <b>[TM: LIVE (PRACTICAL) IMPLEMENTATION, PPT, VIDEO]</b> <b>Assessment: Internal Exam.</b></p>
MARCH	<p><b>UNIT IV:</b> Program development using Inheritance: Introduction, understanding inheritance, Advantages provided by inheritance, choosing the access specifier, Derived class declaration, derived class constructors, class hierarchies, multiple inheritance, multilevel inheritance, containership, hybrid inheritance.</p> <p>Exception Handling: Introduction, Exception Handling Mechanism, Concept of throw &amp; catch with example.</p> <p><b>UNIT V:</b> Templates: Introduction, Function Template and examples, Class Template and examples.</p> <p>Working with Files: Introduction, File Operations, Various File Modes, File Pointer and their Manipulation. <b>[TM: LIVE (PRACTICAL) IMPLEMENTATION, PPT, VIDEO]</b></p>



<b>Assessment: Internal Exam, Quiz.</b>
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**Course Outcome**

**OBJECT ORIENTED PROGRAMMING WITH C++ — [F.Y.B.Sc.IT SEM-II]**

1. Designed meticulously to help students master the Object Oriented Programming skills in C++.
2. It covers basic topics like input/output streams, namespaces, classes and objects, constructors, function overloading, function overriding through to advanced topics such as Inheritance, Polymorphism, Templates, Exception handling, File handling etc,
3. It will be a stepping stone for learning other technologies like Java, Ios, Windows phone programming etc

<b><u>Lesson Plan for 2020 -21 (EVEN SEM)</u></b>	<b><u>FYBSc-(IT)-Semester II- Web Pogramming</u></b>
<b>Unit I (Jan 2021)</b>	<p><b><u>Internet and WWW:</u></b> What is Internet? Introduction to internet and its applications, E- mail, telnet, FTP, e-commerce, video conferencing, e-business. Internet service providers, domain name server, internet address World Wide Web (WWW): World Wide Web and its evolution, uniform resource locator (URL), browsers - internet explorer, Netscape navigator, opera, Firefox, chrome, Mozilla. Search engine, web saver - apache, IIS, proxy server, HTTP protocol  <b>[Teaching Methodology: PPT, Flipped Classroom,]</b>  <b>Assessment: Internal Exam , Quiz</b></p>
<b>Unit II (Jan &amp; Feb 2021)</b>	<p><b><u>HTML and Graphics:</u></b> HTML Tag Reference, Global Attributes, Event Handlers, Document Structure Tags, Formatting Tags, Text Level formatting, Block Level formatting, List Tags, Hyperlink tags, Image and Image maps, Table tags, Form Tags, Frame Tags, Executable content tags. Imagemaps: What are Imagemaps? Client-side Imagemaps, Server-side Imagemaps, Using Server-side and Client-side Image maps together, alternative text for Imagemaps, Tables : Introduction to HTML tables and their structure, The table tags, Alignment, Aligning Entire Table, Alignment within a row, Alignment within a cell, Attributes, Content Summary, Background colour, Adding a Caption, Setting the width, Adding a border, Spacing within a cell, Spacing between the cells, spanning multiple rows or columns, Elements that can be placed in a table, Table Sections and column properties, Tables as a design tool Frames : Introduction to Frames, Applications, Frames document, The tag, Nesting tag, Placing content in frames with the tag, Targeting named frames, Creating floating frames, Using Hidden frames.  Forms: Creating Forms, &lt;FORM&gt; tag, Named Input fields, the &lt;INPUT&gt; tag, Multiple lines text windows, drop down and list boxes, Hidden, Text, Text Area, Password, File Upload, Button, Submit, Reset, Radio, Checkbox, Select, Option, Forms and Scripting, Action Buttons, Labelling input files,</p>



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	<p>grouping related fields, Disabled and read-only fields, form field event handlers, Passing form data.</p> <p>Style Sheets: What are style sheets? Why are style sheets valuable? Different approaches to style sheets, Using Multiple approaches, linking to style information in s separate file, setting style information, Using the &lt;LINK&gt; tag, embedded style information Using</p> <p><b>[Teaching Methodology: PPT, Practical Demonstration, Audio Visuals]</b> <b>Assessment: Internal Exam, Quiz</b></p>
<p align="center"><b>Unit III (March 2021)</b></p>	<p><b>JavaScript:</b> Introduction, Client-Side JavaScript, Server-Side JavaScript, JavaScript Objects, JavaScript Security, Operators: Assignment Operators, Comparison Operators, Arithmetic Operators, % (Modulus), ++ (Increment),-- (Decrement),(Unary Negation), Logical Operators, Short-Circuit Evaluation, String Operators, Special Operators, ? (Conditional operator), (Comma operator), delete, new, this, void Statements: Break, comment, continue, delete, do ... while, export, for, for...in, function, if...else, import, labelled, return, switch, var, while, with, Core JavaScript (Properties and Methods of Each): Array, Boolean, Date, Function, Math, Number, Object, String, RegExp Document and its associated objects: document, Link, Area, Anchor, Image, Applet, Layer Events and Event Handlers: General Information about Events, Defining Event Handlers, event, on Abort, on Blur, on Change, on Click, on DbClick, on Drag Drop, on Error, on Focus, on Key Down, on Key Press, on Key Up, on Load, on Mouse Down, on Mouse Move, on Mouse Out, on Mouse Over, on Mouse Up, on Move, on Reset, on Resize, on Select, on Submit, on Unload.</p> <p><b>[Teaching Methodology: PPT, Practical Demonstration, Audio Visuals]</b> <b>Assessment: Quiz, Open Ended Questions</b></p>
<p align="center"><b>Unit IV (March 2021)</b></p>	<p><b>PHP:</b> Why PHP and MySQL? Server-side web scripting, Installing PHP, Adding PHP to HTML, Syntax and Variables, Passing information between pages, Strings, Arrays and Array Functions, Numbers, Basic PHP errors / problems.</p> <p><b>[Teaching Methodology: PPT, Practical Demonstration, Audio Visuals]</b> <b>Assessment: Open Ended Questions</b></p>



<b>Unit V (March 2021)</b>	<b><u>Advanced PHP and MySQL:</u></b> PHP/MySQL Functions, displaying queries in tables, Building Forms from queries, String and Regular Expressions, Sessions, Cookies and HTTP, Type and Type Conversions, E-Mail  <b>[Teaching Methodology: PPT, Practical Demonstration, Audio Visuals] Assessment: Open Ended Questions</b>
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### **FYBSc-IT – SEM II- WEB PROGRAMMING**

#### **Students will learn:**

1. To acquire knowledge and Skills for creation of Web Site considering both client- and server-side programming.
2. Basics of HTML, PHP, JavaScript.
3. To create Web application using tools and techniques used in industry.
4. To be well versed with XML and web services Technologies.
5. To be familiarized with open source Frameworks for web development.

#### **Students will able to:**

1. Design a basic web site using HTML and CSS to demonstrate responsive web design.
2. Implement dynamic web pages with validation using JavaScript objects by applying different event handling mechanism.
3. Develop simple web application using server side PHP programing and Database Connectivity using MySQL.
4. Build well-formed XML Document.



Open with   
**LESSON PLAN**

MONTH	TOPICS COVERED
<b>JANUARY</b>	<p><b>Internet and the World Wide Web:</b> What is the Internet? Introduction to the internet and its applications, E-mail, telnet, FTP, e-commerce, video conferencing, e-business. Internet service providers, domain name server, internet address, World Wide Web (WWW): World Wide Web and its evolution, uniform resource locator (URL), browsers – internet explorer, Netscape navigator, opera, firefox, chrome, Mozilla. search engine, web saver – apache, IIS, proxy server, HTTP protocol</p> <p><b>HTML5:</b> Introduction, Why HTML5? Formatting text by using tags, using lists and backgrounds, Creating hyperlinks, and anchors. Style sheets, CSS formatting text using style sheets, formatting paragraphs using style sheets.</p> <p><b>HTML5 Page layout and navigation:</b> Creating navigational aids: planning site organization, creating the text-based navigation bar, creating graphics based navigation bar, creating the graphical navigation bar, creating an image map, redirecting to another URL, creating division based layouts: HTML5 semantic tags, creating divisions, creating HTML5 semantic layout, positioning, and formatting divisions.</p> <p><b>Teaching Methodology:</b> PPT, Case Studies, Practical/Live Examples <b>Assessment:</b> Online Quizzes and Presentation</p>
<b>FEBRUARY</b>	<p><b>HTML5 Tables, Forms, and Media:</b> Creating tables: creating a simple table, specifying the size of the table, specifying the width of the column, merging table cells, using tables for page layout, formatting tables: applying table borders, applying background and foreground fill, changing cell padding, spacing, and alignment, creating user forms: creating a basic form, using checkboxes and option buttons, creating lists, additional input types in HTML5, Incorporating sound and video: audio and video in HTML5, HTML multimedia basics, embedding video clips, incorporating audio on the web Page.</p> <p><b>Java Script:</b> Introduction, Client-Side JavaScript, Server-Side JavaScript, JavaScript Objects, JavaScript Security, Operators: Assignment Operators, Comparison Operators, Arithmetic Operators, % (Modulus), ++(Increment), --(Decrement), -(Unary Negation), Logical Operators, Short-Circuit Evaluation, String Operators, Special Operators, ?: (Conditional operator), (Comma operator), delete, new, this, void Statements: Break, comment, continue, delete, do...while, export, for, for...in, function, if...else, import, labeled, return, switch, var, while, with,</p> <p><b>Core JavaScript (Properties and Methods of Each):</b> Array, Boolean, Date, Function, Math, Number, Object, String, regExp Document and its</p>



	<p>associated objects: document, Link, Area, Anchor, Image, Applet, Layer</p> <p><b>Events and Event Handlers:</b> General Information about Events, Defining Event Handlers, event, onAbort, onBlur, onChange, onClick, onDbClick, onDragDrop, onError, onFocus, onKeyDown, onKeyPress, onKeyUp, onLoad, onMouseDown, onMouseMove, onMouseOut, onMouseOver, onMouseUp, onMove, onReset, onResize, onSelect, onSubmit, onUnload</p> <p><b>Teaching Methodology:</b> PPT, Case Studies, Practical/Live Examples</p> <p><b>Assessment: Online Quizzes and Presentation</b></p>
<b>MARCH</b>	<p><b>PHP:</b> Why PHP and MySQL? Server-side scripting, PHP syntax, and variables, comments, types, control structures, branching, looping, termination, functions, passing information with PHP, GET, POST, formatting form variables, superglobal arrays, strings, and string functions, regular expressions, arrays, number handling, basic PHP errors/problems</p> <p><b>Advanced PHP and MySQL:</b> PHP/MySQL Functions, Integrating web forms and databases, Displaying queries in tables, Building Forms from queries, String and Regular Expressions, Sessions, Cookies and HTTP, E-Mail</p> <p><b>Teaching Methodology:</b> PPT, Case Studies, Practical/Live Examples</p> <p><b>Assessment: Online Quizzes and Presentation</b></p>



**Name: Ms. Sujata Rizal Kotian**  
**Class: FYBSCIT**  
**Subject: WEB PROGRAMMING**

**Program Outcome:**

- PO-1 To develop problem-solving abilities using a computer.
- PO-2 To build the necessary skillset and analytical abilities for developing computer-based solutions for real-life problems.
- PO-3 To imbibe quality software development practices.
- PO-4 To create awareness about the process and product standards
- PO-5 To train students in professional skills related to Software Industry.
- PO-6 To prepare the necessary knowledge base for research and development in Information Technology.
- PO-7 To help students build-up a successful career in Information Technology.

**Program Specific Outcome:**

- PSO 1: Demonstrate an understanding of the principles and working of the hardware and software aspects of computer systems.
- PSO-2 Design, implements, test, and evaluate a computer system, component, or algorithm to meet desired needs and to solve a computational problem.
- PSO-3 To Enhance skills and adopt new computing technologies for attaining professional excellence and carrying research.

**Course Outcome:**

1. To learn HTML tags and JavaScript Language programming concepts and techniques.
2. To develop the ability to logically plan and develop web pages.
3. To learn to write, test, and debug web pages using HTML and JavaScript.
4. To support the development of web pages
5. To write scripts using JavaScript in a web page
6. To be able to effectively incorporate JavaScript in a web page
7. To create forms and check for data accuracy
8. To use JavaScript system objects
9. To embed objects in a web page
10. To be able to effectively use decision and looping statements in JavaScript programs
11. To be able to effectively manipulate strings
12. To be able to effectively use array processing.

SYBSCIT





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<b>B.Sc.(Information Technology)</b>		<b>Semester-III</b>	
<b>Course Name: Applied Mathematics</b>		<b>Course code: USIT 305</b>	
<b>Teaching Methodology :</b>			
<b>Month</b>	<b>Topic to be covered</b>		
<b>July</b>	<u><b>Unit 1: Matrices:</b></u> Inverse of a matrix, Properties of matrices, Elementary Transformation, Rank of Matrix, Echelon or Normal Matrix, Inverse of matrix, Linear equations, Linear dependence and linear independence of vectors, Linear transformation, Characteristics roots and characteristics vectors, Properties of characteristic vectors, Caley Hamilton Theorem, Similarity of matrices, Reduction of matrix to a diagonal matrix which has elements as characteristics values.		
<b>August</b>	<u><b>Complex Numbers:</b></u> Complex number, Equality of complex numbers, Graphical representation of complex number(Argand's Diagram), Polar form of complex numbers, Polar form of $x+iy$ for different signs of $x, y$ , Exponential form of complex numbers, Mathematical operation with complex numbers and their representation on Argand's Diagram, Circular functions of complex angles, Definition of <i>hyperbolic</i> function, Relations between circular and <i>hyperbolic</i> functions, Inverse <i>hyperbolic</i> functions, Differentiation and Integration, Graphs of the <i>hyperbolic</i> functions, Logarithms of complex quality, $j(\omega)$ as an operator(Electrical circuits) <u><b>Unit 2:</b></u> Equation of the first order and of the first degree: Separation of variables, Equations homogeneous in $x$ and $y$ , Non-homogeneous linear equations, Exact differential Equation, Integrating Factor, Linear Equation and equation reducible to this form, Method of substitution.		
<b>September</b>	<u><b>Differential equation of the first order of a degree higher than the first:</b></u> Introduction, Solvable for $p$ (or the method of factors), Solve for $y$ , Solve for $x$ , Clairaut's form of the equation, Methods of Substitution, Method of Substitution. <u><b>Linear Differential Equations with Constant Coefficients:</b></u> Introduction, The Differential Operator, Linear Differential Equation $f(D)y = 0$ , Different cases depending on the nature of the root of the equation $f(D) = 0$ , Linear differential equation $f(D)y = X$ , The complimentary Function, The inverse operator $1/f(D)$ and the symbolic operation for the particular integral $1/f(D)X$ ; the general methods, Particular integral : Short methods, Particular integral : Other methods, Differential equations reducible to the linear differential equations with constant coefficients.		
<b>October</b>	<u><b>Unit 3: The Laplace Transforms:</b></u> Introduction, Definition of the Laplace Transform, Table of Elementary Laplace Transforms, theorems on Important Properties of Laplace Transformation, First Shifting 12 13 Theorem, Second Shifting Theorem, The Convolution Theorem, Laplace Transform of an Integral, Laplace Transform of Derivatives. <u><b>Inverse Laplace Transform:</b></u> Shifting Theorem, Partial fraction Methods, Use of Convolution Theorem, Solution of Ordinary Linear Differential Equations with Constant Coefficients, Solution of Simultaneous Ordinary Differential Equations, Laplace Transformation of Special Function, Periodic Functions, Heaviside Unit Step Function, Dirac-delta Function (Unit Impulse Function).		
<b>November</b>	<u><b>Unit 4: Multiple Integrals:</b></u> Double Integral, Change of the order of the integration, Double integral in polar co-ordinates, Triple integrals. <u><b>Applications of integration:</b></u> Areas, Volumes of solids.		
<b>December</b>	<u><b>Unit 5:</b></u> Beta and Gamma Functions – Definitions, Properties and Problems. Duplication formula. <u><b>Differentiation Under the Integral Sign</b></u> <u><b>Error Functions</b></u>		
<b>Books And References:</b>			
<b>Sr.No.</b>	<b>Title</b>	<b>Author/s</b>	<b>Publisher</b>
1.	A text book of Applied Mathematics Vol I	P. N. Wartikar and J. N. Wartikar	Pune VidyathiGraha
2.	Applied Mathematics II	P. N. Wartikar and J. N. Wartikar	Pune VidyathiGraha



**S.Y.B.Sc.IT Div A & B- Sem – III( 2020-21) Teaching Plan**  
**Subject: - Computer Networks**

Month	Topics to be covered
July 2020	<p><b>Unit-I</b>  <b>Introduction:</b> Data communications, networks, network types, Internet history, standards and administration.  <b>Network Models:</b> Protocol layering, TCP/IP protocol suite, The OSI model.  <b>Introduction to Physical layer:</b> Data and signals, periodic analog signals, digital signals, transmission impairment, data rate limits, performance.  <b>Digital and Analog transmission:</b> Digital-to-digital conversion, analog-to-digital conversion, transmission modes, digital-to-analog conversion, analog-to-analog conversion.(PPT)                      Assessment - Internal Examination</p>
Aug 2020	<p><b>Unit – II</b>  <b>Bandwidth Utilization: Multiplexing and Spectrum Spreading:</b> Multiplexing, Spread Spectrum <b>Transmission media:</b> Guided Media, Unguided Media  <b>Switching:</b> Introduction, circuit switched networks, packet switching, structure of a switch.  <b>Introduction to the Data Link Layer:</b> Link layer addressing, Data Link Layer Design Issues, Error detection and correction, block coding, cyclic codes, checksum, forward error correction, error correcting codes, error detecting codes. – Practical -Addressing Problems –Subnetting, Range of IP addresses----PPT                      Assessment - Internal Examination</p>
Sept 2020	<p><b>Unit –III</b>  <b>Data Link Control:</b> DLC services, data link layer protocols, HDLC, Point-to-point protocol. (Problems Solving/ PPT / Audio- Video technique for network configuration Practical) <b>Media Access Control:</b> Random access, controlled access, channelization, Wired LANs – Ethernet Protocol, standard ethernet, fast ethernet, gigabit ethernet, 10 gigabit ethernet, ( PPT) <b>Wireless LANs:</b> Introduction, IEEE 802.11 project, Bluetooth, WiMAX, Cellular telephony, Satellite networks. Practical-Introduction to Cisco Simulator, Cisco Commands                      Assessment - Internal Examination</p>
Oct 2019	<p><b>Connecting devices and Virtual LANs.</b>  <b>Unit-IV</b>  <b>Introduction to the Network Layer:</b> Network layer services, packet switching, network layer performance, IPv4 addressing, forwarding of IP packets, Internet Protocol, ICMPv4, Mobile IP, transition from IPv4 to IPv6.  <b>Unicast Routing:</b> Introduction, routing algorithms, (PPT)unicast routing protocols. Practical -IP static routing, RIP configuration,                      Assessment - Internal Examination , Presentation</p>
Nov 2020	<p><b>Unit -V Next generation IP:</b> IPv6 addressing, IPv6 protocol, ICMPv6 protocol, transition <b>Standard ClientServer Protocols:</b> World wide-web and HTTP, FTP, Electronic mail, Telnet, Secured Shell, Domain name system. Practical – OSPF, DHCP                      Assessment - Internal Examination , Presentation</p>



<b>Dec 2020</b>	<b>Client@Server Protocols:</b> World wide-web and HTTP, FTP, Electronic mail, Telnet, Secured Shell, Domain name system. (PPT) Practical –TCP, OSPF multiple area, Wireshark, Revision on addressing problems , algorithms.
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**Teacher Sign Coordinator**


S.Y.B.Sc.IT Sem - III

Computer Networks ( USIT303 )

- Familiarize with the basic protocols of computer networks, and how they can be used to assist in network design and implementation.
- Understand the concept of subnetting and routing mechanisms in network configuration.
- Demonstrate and measure different network scenarios and their performance behavior.
- Design and setup a simple organization network using packet tracer simulator.

<b><u>Lesson Plan for 2020 -21 (ODD SEM)</u></b>	<b><u>SYBSc-(IT)-Semester III- DBMS</u></b>
<b>Unit I (JULY-2020)</b>	<p><b>Introduction to Databases and Transactions:</b> What is database system, purpose of database system, view of data, relational databases, database architecture, transaction management</p> <p><b>Data Models</b> The importance of data models, Basic building blocks, Business rules, The evolution of data models, Degrees of data abstraction.</p> <p><b>Database Design, ER Diagram and Unified Modeling Language</b></p> <p><b>Database design and ER Model:</b> overview, ER Model, Constraints, ER Diagrams, ERD Issues, weak entity sets, Codd’s rules, Relational Schemas, Introduction to UML</p> <p><b>[Teaching Methodology: PPT, Scenario based learning]</b></p> <p><b>Assessment: Internal Exam, Quiz , Open Ended Questions ,</b></p>



  
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<p align="center"><b>Unit II (AUG &amp; SEPT 2020)</b></p>	<p><b>Relational database model:</b> Logical view of data, keys, integrity rules, Relational Database design: features of good relational database design, atomic domain and Normalization (1NF, 2NF, 3NF, BCNF).  <b>Relational Algebra and Calculus Relational algebra:</b> introduction, Selection and projection, set operations, renaming, Joins, Division, syntax, semantics. Operators, grouping and ungrouping, relational comparison.  <b>Calculus:</b> Tuple relational calculus, Domain Calculus  <b>[Teaching Methodology: PPT, Role-Model, Case study]</b>  <b>Assessment: Internal Exam, Quiz , Open Ended Questions ,</b></p>
<p align="center"><b>Unit III (SEPT &amp; OCT 2020)</b></p>	<p><b>Constraints, Views and SQL</b></p> <p><b>Constraints:</b> types of constraints, Integrity constraints,  <b>Views:</b> Introduction to views, data independence, security, updates on views, comparison between tables and views  <b>SQL:</b> data definition, aggregate functions.</p> <p><b>[Teaching Methodology: PPT, Scenarios, Case study]</b>  <b>Assessment: Internal Exam, Quiz , Open Ended Questions ,</b></p>
<p align="center"><b>Unit IV (NOV 2020)</b></p>	<p><b>Transaction management and Concurrency Control Transaction management:</b> ACID properties, serializability and concurrency control, Lock based concurrency control (2PL, Deadlocks), Time stamping methods, optimistic methods, database recovery management.</p> <p><b>[Teaching Methodology: PPT, Scenarios, Role-Based learning]</b>  <b>Assessment: Quiz , Open Ended Questions ,</b></p>
<p align="center"><b>Unit V (DEC 2020)</b></p>	<p><b>PL-SQL:</b> Beginning with PL / SQL, Identifiers and Keywords, Operators, Expressions, Sequences, Control Structures, Cursors and Transaction, Collections and composite data types, Procedures and Functions, Exceptions Handling, Packages, With Clause and Hierarchical Retrieval, Triggers.</p> <p><b>[Teaching Methodology: PPT , Debugging Codes]</b>  <b>Assessment: Quiz , Open Ended Questions ,</b></p>

**COURSE OUTCOME FOR DATABASE MANAGEMENT SYSTEM-SEMESTER 3**



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1. To understand the characteristics, architecture of database approach, describe the components, major functions of a database system
2. To Compare and contrast appropriate data models, including concepts in modeling notation and how they would be used.
3. To demonstrate use of the relational algebra operations from mathematical set theory (union, intersection, difference, and Cartesian product) and the relational algebra operations developed specifically for relational databases (select (restrict), project, join, and division).
4. To create a relational database schema in SQL, use SQL to create a non- procedural query, write a stored procedure that deals with parameters and has some control flow, to provide a given functionality.
5. Using SQL to implement roles, privileges, access control and authorization policies
6. To determine the functional dependency between two or more attributes, compute the closure of a set of attributes, evaluate a proposed decomposition, and describe properties of normalization
7. Understand transaction management, concurrency control techniques and data recovery methods.
8. To understand PL/SQL and its practical implementation
9. Familiarize with the related areas in databases and gaining familiarity with other popular databases used in the industry.

<b>Month</b>	<b>S.Y.B.Sc.IT – Semester III Practical</b>	<b>Subject Name: Mobile Programming</b>
<b>September 2020</b>	Practical 1 <ul style="list-style-type: none"> <li>➤ Creating and building simple “Hello World” App using Cordova</li> <li>➤ Adding and Using Buttons</li> <li>➤ Adding and Using Event Listeners</li> </ul> Practical 2 <ul style="list-style-type: none"> <li>➤ Creating and Using Functions</li> <li>➤ Using Events</li> <li>➤ Handling and using Back Button</li> </ul>	
<b>October 2020</b>	Practical 3 <ul style="list-style-type: none"> <li>➤ Installing and Using Plugins</li> <li>➤ Installing and Using Battery Plugin</li> <li>➤ Installing and Using Camera Plugin</li> </ul> Practical 4	



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	<ul style="list-style-type: none"> <li>➤ Installing and Using Contacts Plugin</li> <li>➤ Installing and Using Device Plugin</li> <li>➤ Installing and Using Accelerometer Plugin</li> </ul> <p>Practical 5</p> <ul style="list-style-type: none"> <li>➤ Install and Using Device Orientation plugin</li> <li>➤ Install and Using Device Orientation plugin</li> <li>➤ Create and Using Prompt Function</li> </ul>
<b>November 2020</b>	<p>Practical 6</p> <ul style="list-style-type: none"> <li>➤ Installing and Using File Plugin</li> <li>➤ Installing and Using File Transfer Plugin</li> <li>➤ Using Download and Upload functions</li> </ul> <p>Practical 7</p> <ul style="list-style-type: none"> <li>➤ Installing and Using Globalization Plugin</li> <li>➤ Installing and Using Media Plugin</li> <li>➤ Installing and Using Media Capture Plugin</li> </ul> <p>Practical 8</p> <ul style="list-style-type: none"> <li>➤ Installing and Using Network Information Plugin</li> <li>➤ Installing and Using Splash Screen Plugin</li> <li>➤ Installing and Using Vibration Plugin</li> </ul>
<b>December 2020</b>	<p>Practical 9</p> <ul style="list-style-type: none"> <li>➤ Developing Single Page Apps</li> <li>➤ Developing Multipage Apps</li> <li>➤ Storing Data Locally in a Cordova App</li> </ul> <p>Practical 10</p> <ul style="list-style-type: none"> <li>➤ Use of sqlite plugin with Phone Gap /apache Cordova</li> <li>➤ Using Sqlite read/write and search</li> <li>➤ Populating Cordova SQLite storage</li> </ul>



Co-ordinator



Teacher




Principal

**S.Y.B.Sc.IT-SEM III**

CRITERION I - CURRICULAR ASPECTS



  
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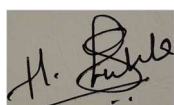
<b>SUBJECT: Python Programming</b>	
<b>Month</b>	<b>Topics to be Covered</b>
JULY	<p><b>UNIT I: Introduction:</b> The Python Programming Language, History, features, Installing Python, Running Python program, Debugging : Syntax Errors, Runtime Errors, Semantic Errors, Experimental Debugging, Formal &amp; Natural Languages, The Difference Between Brackets, Braces, &amp; Parentheses,</p> <p><b>Variables and Expressions :</b> Values &amp; Types, Variables, Variable Names &amp; Keywords, Type conversion, Operators &amp; Operands, Expressions, Interactive Mode &amp; Script Mode, Order of Operations. <b>Conditional Statements:</b> if, if-else, nested if –else <b>Looping:</b> for, while, nested loops</p> <p><b>Control statements:</b> Terminating loops, skipping specific conditions  <b>[TM:PPT,VIDEO,PRACTICAL-Online Implementation]</b>  <b>Assessment: Internal Exam</b></p>
AUGUST	<p><b>UNIT II: Functions:</b> Function Calls, Type Conversion Functions, Math Functions, Composition, Adding New Functions, Definitions and Uses, Flow of Execution, Parameters and Arguments, Variables and Parameters Are Local, Stack Diagrams, Fruitful Functions and Void Functions, What Functions? Importing with from, Return Values, Incremental Development, Composition, Boolean Functions, More Recursion, Leap of Faith, Checking Types.</p> <p><b>UNIT II: Strings:</b> A String Is a Sequence, Traversal with for Loop, String Slices, Strings Are Immutable, Searching, Looping &amp; Counting, String Methods, in Operator, String Comparison &amp; Operations.  <b>[TM:PPT,VIDEO,PRACTICAL-Online Implementation]</b>  <b>Assessment: Internal Exam</b></p>
SEPTEMBER	<p><b>Unit III: Lists:</b> Values and Accessing Elements, Lists are mutable, traversing a List, Deleting elements, Built-in List Operators, Concatenation, Repetition, In Operator, Built-in List functions and methods.</p> <p><b>Tuples and Dictionaries:</b> Tuples, values in Tuples, Tuple(=), Tuples as return values, Variable-length argument tuples, Basic tuples operations, Concatenation, Repetition, in Operator, Iteration, Built-in Tuple Functions Creating, Accessing, Updating &amp; Deleting Elements from Dictionary, Properties of Dictionary keys, Operations in Dictionary, Built-In Dictionary Functions &amp; Methods</p> <p><b>Files:</b> Text Files, The File Object Attributes, Directories</p> <p><b>Exceptions:</b> Built-in Exceptions, Handling Exceptions, Exception with Arguments, User-defined Exceptions.  <b>[TM:PPT,VIDEO,PRACTICAL-Online Implementation]</b>  <b>Assessment: Internal Exam</b></p>
OCTOBER	<p><b>UNIT IV: Classes and Objects:</b> Overview of OOP , Class Definition, Creating Objects, Instance as Arguments, Instances as return values, Built-in Class Attributes, Inheritance, Method Overriding, Data Encapsulation, Data Hiding</p> <p><b>Multithreaded Programming:</b> Thread Module, creating a thread, synchronizing threads, multithreaded priority queue</p> <p><b>Modules:</b> Importing , Creating &amp; exploring modules, Math, Random &amp; Time module</p> <p><b>Regular Expressions:</b> Concept of regular expression, various types of regular expressions, using match function.  <b>[TM:PPT,VIDEO,PRACTICAL-Online Implementation]</b>  <b>Assessment: Internal Exam</b></p>
NOVEMBER	<p><b>UNIT V: Creating the GUI Form and Adding Widgets:</b></p>



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	<p><b>Widgets:</b> Button, Canvas, Checkbutton, Entry, Frame, Label, Listbox, Menubutton, Menu, Message, Radiobutton, Scale, Scrollbar, text, Toplevel, Spinbox, PanedWindow, LabelFrame, tkMessageBox. Handling Standard attributes and Properties of Widgets.  <b>[TM:PPT,VIDEO,PRACTICAL-Online Implementation]</b>  <b>Assessment: Internal Exam</b></p>
DECEMBER	<p><b>UNIT V: Layout Management:</b> Designing GUI applications with Layout Management features.  <b>Look &amp; Feel Customization:</b> Enhancing Look &amp; Feel of GUI using different appearances of widgets.  <b>Storing Data in Our MySQL Database via Our GUI: Connecting</b> to a MySQL db, Configuring the MySQL connection, Designing the Python GUI DB, Using the INSERT, UPDATE, DELETE command, Storing and retrieving data from MySQL database.  <b>[TM:PPT,VIDEO,PRACTICAL-Online Implementation]</b>  <b>Assessment: Internal Exam</b></p>

<b>Course Outcome</b> <b>PYTHON PROGRAMMING — [S.Y.B.Sc.IT SEM-III]</b>
<ol style="list-style-type: none"> <li>1. Basic of Python programming</li> <li>2. Describe the numbers, Math functions, String, List, Tuples, &amp; Dictionaries in Python.</li> <li>3. Interpret Object Oriented Programming in Python.</li> <li>4. Express different decision making statement in python.</li> <li>5. Understand and summarize different file handling operation.</li> <li>6. Explain how to design GUI applications in python and evaluate different database operations.</li> <li>7. Design and develop client server network applications using python.</li> </ol>



**Teacher Signature**



**Co-ordinator Signature**




**Principal Signature**

<b>S.Y.B.Sc.IT-SEM IV</b> <b>SUBJECT: Computer Graphics and Animation</b>	
<b>Month (2021)</b>	<b>Topics to be Covered</b>

CRITERION I - CURRICULAR ASPECTS



  
**PRINCIPAL**  
 Bunts Sangha's S. M. Shetty College  
 of Science, Commerce & Management Studies  
 Powai, Mumbai - 400 076.  
 Tel.: 022 - 6132 7352  
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<p align="center">JANUARY</p>	<p><b>UNIT I: Introduction to Computer Graphics:</b> Overview of Computer Graphics, Application and Software, some graphics devices, Input Devices for Operator Interaction, Active and Passive Graphics Devices, Display Technologies, Storage Tube Graphics Displays, Calligraphic Refresh Graphics Displays, Raster Refresh Graphics Displays, CRT Basics, Color CRT Raster Scan Basics, Video Basics, The Video Controller, Random-Scan Display Processor, LCD displays.</p> <p><b>Scan conversion</b> – Digital Differential Analyzer (DDA) algorithm, Bresenham’s Line drawing algorithm. Bresenham’s method of Circle drawing, Midpoint Circle Algorithm, Midpoint Ellipse Algorithm, Mid-point criteria, Problems of Aliasing, end-point ordering and clipping lines, Scan Converting Circles, Clipping Lines algorithms– Cyrus-Beck, Cohen-Sutherland and Liang-Barsky, Clipping Polygons, problem with multiple components.</p> <p><b>UNIT II: Two-Dimensional Transformations:</b> Transformations and Matrices, Transformation Conventions, 2D Transformations, Homogeneous Coordinates and Matrix Representation of 2D Transformations, Translations and Homogeneous Coordinates, Rotation, Reflection, Scaling, Combined Transformation, Transformation of Points, Transformation of The Unit Square, Solid Body Transformations, Rotation About an Arbitrary Point, Reflection through an Arbitrary Line, A Geometric Interpretation of Homogeneous Coordinates, The Window-to-Viewport Transformations.</p> <p><b>[TM:PPT,VIDEO]</b></p> <p><b>Assessment: Internal Exam, Presentation.</b></p>
<p align="center">FEBRUARY</p>	<p><b>UNIT II: 3D Transformations:</b> 3D Scaling, 3D Shearing, 3D Rotation, 3D Reflection, 3D Translation, Multiple Transformation, Rotation about an Arbitrary Axis in Space, Reflection through an Arbitrary Plane, Matrix Representation of 3D Transformations, Composition of 3D Transformations, Affine and Perspective Geometry, Perspective Transformations, Techniques for Generating Perspective Views, Vanishing Points, the Perspective Geometry and camera models, Orthographic Projections, Axonometric Projections, Oblique Projections, View volumes for projections.</p> <p><b>UNIT III: Viewing in 3D:</b> Stages in 3D viewing, Canonical View Volume (CVV), Specifying an Arbitrary 3D View, Examples of 3D Viewing, The Mathematics of Planar Geometric Projections, Combined transformation matrices for projections and viewing, Coordinate Systems and matrices, camera model and viewing pyramid.</p> <p><b>Light:</b> Radiometry, Transport, Equation, Photometry</p> <p><b>Color:</b> Colorimetry, Color Spaces, Chromatic Adaptation, Color Appearance.</p> <p><b>[TM:PPT,VIDEO]</b></p> <p><b>Assessment: Internal Exam</b></p>
<p align="center">MARCH</p>	<p><b>UNIT IV: Visible-Surface Determination:</b> Techniques for efficient Visible-Surface Algorithms, Categories of algorithms, Back face removal, The z-Buffer Algorithm, Scan-line method, Painter’s algorithms (depth sorting), Area sub-division method, BSP trees, Visible-Surface Ray Tracing, comparison of the methods.</p> <p><b>Plane Curves and Surfaces:</b> Curve Representation, Nonparametric Curves, Parametric Curves, Parametric Representation of a Circle, Parametric Representation of an Ellipse, Parametric Representation of a Parabola, Parametric Representation of a Hyperbola, Representation of Space Curves, Cubic Splines, , Bezier Curves, B-spline Curves, B-spline Curve Fit, B-spline Curve Subdivision, Parametric Cubic Curves, Quadric Surfaces. Bezier Surfaces.</p> <p><b>UNIT V: Computer Animation:</b> Principles of Animation, Key framing, Deformations, Character Animation, Physics-Based Animation, Procedural Techniques, Groups of Objects.</p>

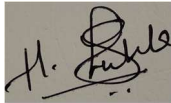


**Image Manipulation and Storage:** What is an Image? Digital image file formats, Image compression standard – JPEG, Image Processing - Digital image enhancement, contrast stretching, Histogram Equalization, smoothing and median Filtering  
**[TM:PPT,Video]**  
**Assessment: Internal Exam, Making of small video on animation.**

**Course Outcome**

**COMPUTER GRAPHICS AND ANIMATION— [S.Y.B.Sc.IT SEM-IV]**

1. To list the basic concepts used in computer graphics.
2. To implement various algorithms to scan, convert the basic geometrical primitives, transformations, Area filling, clipping.
3. To describe the importance of viewing and projections.
4. To define the fundamentals of animation, virtual reality and its related technologies.
5. To understand a typical graphics pipeline
6. To design an application with the principles of virtual reality



**Teacher Signature**



**Co-ordinator Signature**



**Principal Signature**

<b>S.Y.B.Sc.IT-SEM IV</b>	
<b>SUBJECT: Introduction to Embedded Systems Practical</b>	
<b>Month</b>	<b>Topics to be Covered</b>
JANUAR Y 2021	<p><b>1:</b> Design and develop a reprogrammable embedded computer using 8051 microcontrollers and to show the following aspects.</p> <ol style="list-style-type: none"> <li>a. Programming</li> <li>b. Execution</li> <li>c. Debugging.</li> </ol> <p><b>2:</b></p> <p>A- Configure timer control registers of 8051 and develop a program to generate given time delay.</p> <p>B- To demonstrate use of general purpose port i.e. Input/ output port of two controllers for data transfer between them.</p> <p><b>3:</b></p> <p>A-Port I / O: Use one of the four ports of 8051 for O/P interfaced to eight LED’s. Simulate binary counter (8 bit) on LED’s</p> <p>B- To interface 8 LEDs at Input-output port and create different patterns.</p> <p>C- To demonstrate timer working in timer mode and blink LED without using any loop delay routine</p>



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<p>FEBRUARY 2021</p>	<p><b>4:</b> A- Serial I / O: Configure 8051 serial port for asynchronous serial communication with serial port of PC exchange text messages to PC and display on PC screen. Signify end of message by carriage return. B- To demonstrate interfacing of seven-segment LED display and generate counting from 0 to 99 with fixed time delay. C- Interface 8051 with D/A converter and generate square wave of given frequency on oscilloscope.</p> <p><b>5:</b> A-Interface 8051 with D/A converter and generate triangular wave of given frequency on oscilloscope. B- Using D/A converter generate sine wave on oscilloscope with the help of lookup table stored in data area of 8051.</p> <p><b>6:</b> Interface stepper motor with 8051 and write a program to move the motor through a given angle in clock wise or counter clock wise direction.</p>
<p>MARCH 2021</p>	<p><b>7:</b> Generate traffic signal.</p> <p><b>8:</b> Implement Temperature controller.</p> <p><b>9:</b> Implement Elevator control.</p> <p><b>10:</b> Using Flash Magic A -To demonstrate the procedure for flash programming for reprogrammable embedded system board using Flash Magic B -To demonstrate the procedure and connections for multiple controllers programming of same type of controller with same source code in one go, using flash magic</p>



**Name: Ms. Sujata Rizal Kotian**

**Class: SYBSCIT**

**Subject: CORE JAVA**

**Program Outcome:**

- PO-1 To develop problem-solving abilities using a computer.
- PO-2 To build the necessary skillset and analytical abilities for developing computer-based solutions for real-life problems.
- PO-3 To imbibe quality software development practices.
- PO-4 To create awareness about the process and product standards
- PO-5 To train students in professional skills related to Software Industry.
- PO-6 To prepare the necessary knowledge base for research and development in Information Technology.
- PO-7 To help students build-up a successful career in Information Technology.

**Program Specific Outcome:**

- PSO 1: Demonstrate an understanding of the principles and working of the hardware and software aspects of computer systems.
- PSO-2 Design, implements, test, and evaluate a computer system, component, or algorithm to meet desired needs and to solve a computational problem.
- PSO-3 To Enhance skills and adopt new computing technologies for attaining professional excellence and carrying research.

**Course Outcome:**

- CO1. List and use Object Oriented Programming concepts for problem-solving.
- CO2. Write programs using Java collection API as well as the java standard class library.
- CO3. Solve the inter-disciplinary applications using the concept of inheritance
- CO4. Apply the garbage collection for saving the resources automatically
- CO5. Write, compile, and execute Java programs that may include basic data types and control flow constructs using J2SE or other Integrated Development Environments (IDEs) such as Eclipse, NetBeans, and JDeveloper().
- CO6. Write, compile, and execute Java programs using object-oriented class structures with parameters, constructors, and utility and calculations methods, including inheritance, test classes, and exception handling().
- CO7. Write, compile, and execute Java programs using arrays and recursion().
- CO8. Write, compile, and execute Java programs manipulating Strings and text documents().
- CO9. Write, compile, execute Java programs that include GUIs and event-driven programming().
- CO10: Gain knowledge about basic Java language syntax and semantics to write Java programs and use concepts such as variables, conditional and iterative execution methods, etc.



## LESSON PLAN

MONTH	TOPICS COVERED
<b>JANUARY</b>	<p><b>Introduction:</b> History, architecture and its components, Java Class File, Java Runtime Environment, The Java Virtual Machine, JVM Components, The Java API, java platform, java development kit, Lambda Expressions, Methods References, Type Annotations, Method Parameter Reflection, setting the path environment variable, Java Compiler And Interpreter, java programs, java applications, main(), public, static, void, string[] args, statements, white space, case sensitivity, identifiers, keywords, comments, braces and code blocks, variables, variable name</p> <p><b>Data types:</b> primitive data types, Object Reference Types, Strings, Autoboxing, operators, and properties of operators, Arithmetic operators, assignment operators, increment and decrement operators, relational operators, logical operators, bitwise operators, conditional operators.</p> <p><b>Control Flow Statements:</b> The If...Else if...Else Statement, The Switch...Case Statement</p> <p><b>Iterations:</b> The While Loop, The Do ... While Loop, The For Loop, The Foreach Loop, Labeled Statements, The Break And Continue Statements, The Return Statement.</p> <p><b>Teaching Methodology:</b> PPT, Case Studies, Practical/Live Examples</p> <p><b>Assessment:</b> Online Quizzes and Presentation</p>
<b>FEBRUARY</b>	<p><b>Classes:</b> Types of Classes, Scope Rules, Access Modifier, Instantiating Objects From A-Class, Initializing The Class Object And Its Attributes, Class Methods, Accessing A Method, Method Returning A Value, Method's Arguments, Method Overloading, Variable Arguments [Varargs], Constructors, this Instance, super Instance, Characteristics Of Members Of A-Class, constants, this instance, static fields of a class, static methods of a class, garbage collection.</p> <p><b>Inheritance:</b> Derived Class Objects, Inheritance and Access Control, Default Base Class Constructors, this, and super keywords. Abstract Classes And Interfaces, Abstract Classes, Abstract Methods, interfaces, What Is An Interface? How Is An Interface Different From An Abstract Class?, Multiple Inheritance, Default Implementation, Adding New Functionality, Method Implementation, Classes V/s Interfaces, Defining An Interface, implementing Interfaces.</p> <p><b>Packages:</b> Creating Packages, Default Package, Importing Packages, Using A Package.</p> <p><b>Teaching Methodology:</b> PPT, Case Studies, Practical/Live Examples</p> <p><b>Assessment:</b> Online Quizzes and Presentation</p>
<b>MARCH</b>	<p><b>Enumerations, Arrays:</b> Two Dimensional Arrays, Multi-Dimensional Arrays, Vectors, Adding Elements To A Vector, Accessing Vector</p>



	<p>Elements, Searching For Elements In A Vector, Working With The Size of The Vector.</p> <p><b>Multithreading:</b> the thread control methods, thread life cycle, the main thread, creating a thread, extending the thread class.</p> <p><b>Exceptions:</b> Catching Java Exceptions, Catching Run-Time Exceptions, Handling Multiple Exceptions, The finally Clause, The throws Clause</p> <p>Byte streams: reading console input, writing console output, reading the file, writing a file, writing binary data, reading binary data, getting started with character streams, writing a file, reading the file.</p> <p><b>Event Handling:</b> Delegation Event Model, Events, Event Classes, Event listener interfaces, Using the delegation event model, adapter classes, and inner classes.</p> <p><b>Abstract Window Toolkit:</b> Window Fundamentals, Component, Container, Panel, Window, Frame, Canvas.Components – Labels, Buttons, Check Boxes, Radio Buttons, Choice Menus, Text Fields, Text, Scrolling List, Scrollbars, Panels,</p> <p><b>Frames Layouts:</b> Flow Layout, Grid Layout, Border Layout, Card Layout.</p> <p><b>Teaching Methodology:</b> PPT, Case Studies, Practical/Live Examples</p> <p><b>Assessment:</b> Online Quizzes and Presentation</p>
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**Name: Ms. Sujata Rizal Kotian**

**Class: SYBSCIT**

**Subject: CORE JAVA**

**Program Outcome:**

- PO-1 To develop problem-solving abilities using a computer.
- PO-2 To build the necessary skillset and analytical abilities for developing computer-based solutions for real-life problems.
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- PSO 1: Demonstrate an understanding of the principles and working of the hardware and software aspects of computer systems.
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- CO9. Write, compile, execute Java programs that include GUIs and event-driven programming().
- CO10. Gain knowledge about basic Java language syntax and semantics to write Java programs and use concepts such as variables, conditional and iterative execution methods, etc.



## **LESSON PLAN**

<b>MONTH</b>	<b>TOPICS COVERED</b>
<b>JANUARY</b>	<p><b>Introduction:</b> History, architecture and its components, Java Class File, Java Runtime Environment, The Java Virtual Machine, JVM Components, The Java API, java platform, java development kit, Lambda Expressions, Methods References, Type Annotations, Method Parameter Reflection, setting the path environment variable, Java Compiler And Interpreter, java programs, java applications, main(), public, static, void, string[] args, statements, white space, case sensitivity, identifiers, keywords, comments, braces and code blocks, variables, variable name</p> <p><b>Data types:</b> primitive data types, Object Reference Types, Strings, Autoboxing, operators, and properties of operators, Arithmetic operators, assignment operators, increment and decrement operators, relational operators, logical operators, bitwise operators, conditional operators.</p> <p><b>Data types:</b> primitive data types, Object Reference Types, Strings, Autoboxing, operators, and properties of operators, Arithmetic operators, assignment operators, increment and decrement operators, relational operators, logical operators, bitwise operators, conditional operators.</p> <p><b>Control Flow Statements:</b> The If...Else If...Else Statement, The Switch...Case Statement Iterations: The While Loop, The Do ... While Loop, The For Loop, The Foreach Loop, Labeled Statements, The Break And Continue Statements, The Return Statement</p>
<b>FEBRUARY</b>	<p><b>Classes:</b> Types of Classes, Scope Rules, Access Modifier, Instantiating Objects From A-Class, Initializing The Class Object And Its Attributes, Class Methods, Accessing A Method, Method Returning A Value, Method's Arguments, Method Overloading, Variable Arguments [Varargs], Constructors, this instance, super instance, Characteristics Of Members Of A-Class, constants, this instance, static fields of a class, static methods of a class, garbage collection.</p> <p><b>Inheritance:</b> Derived Class Objects, Inheritance and Access Control, Default Base Class Constructors, this, and super keywords. Abstract Classes And Interfaces, Abstract Classes, Abstract Methods, interfaces, What Is An Interface? How Is An Interface Different From An Abstract Class?, Multiple Inheritance, Default Implementation, Adding New Functionality, Method Implementation, Classes V/s Interfaces, Defining An Interface, Implementing Interfaces.</p> <p><b>Packages:</b> Creating Packages, Default Package, Importing Packages, Using A Package.</p>
<b>MARCH</b>	<p><b>Enumerations, Arrays:</b> Two Dimensional Arrays, Multi-Dimensional Arrays, Vectors, Adding Elements To A Vector, Accessing Vector</p>





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	<p>Elements, Searching For Elements In A Vector, Working With The Size of The Vector.</p> <p><b>Multithreading:</b> the thread control methods, thread life cycle, the main thread, creating a thread, extending the thread class.</p> <p><b>Exceptions:</b> Catching Java Exceptions, Catching Run-Time Exceptions, Handling Multiple Exceptions, The finally Clause, The throws Clause</p> <p>Byte streams: reading console input, writing console output, reading the file, writing a file, writing binary data, reading binary data, getting started with character streams, writing a file, reading the file.</p> <p><b>Event Handling:</b> Delegation Event Model, Events, Event Classes, Event listener interfaces, Using the delegation event model, adapter classes, and inner classes.</p> <p><b>Abstract Window Toolkit:</b> Window Fundamentals, Component, Container, Panel, Window, Frame, Canvas.Components – Labels, Buttons, Check Boxes, Radio Buttons, Choice Menus, Text Fields, Text, Scrolling List, Scrollbars, Panels,</p> <p><b>Frames Layouts:</b> Flow Layout, Grid Layout, Border Layout, Card Layout.</p>
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**S.Y.B.Sc.IT – SEM-IV**

**Subject: Computer Oriented Statistical Techniques**

Month	Topic to be covered
January	<p><b>Unit:1:</b>  <b>The Mean, Median, Mode, and Other Measures of Central Tendency:</b> Index, or Subscript, Notation, Summation Notation, Averages, or Measures of Central Tendency, The Arithmetic Mean, The Weighted Arithmetic Mean, Properties of the Arithmetic Mean, The Arithmetic Mean Computed from Grouped Data, The Median, The Mode, The Empirical Relation Between the Mean, Median, and Mode, The Geometric Mean G, The Harmonic Mean H, The Relation Between the Arithmetic, Geometric, and Harmonic Means, The Root Mean Square, Quartiles, Deciles, and Percentiles, Software and Measures of Central Tendency.  <b>The Standard Deviation and Other Measures of Dispersion:</b> Dispersion, or Variation, The Range, The Mean Deviation, The Semi-Interquartile Range, The 10-90 Percentile Range, The Standard Deviation, The Variance, Short Methods for Computing the Standard Deviation, Properties of the Standard Deviation, Charlie's Check, Sheppard's Correction for Variance, Empirical Relations Between Measures of Dispersion, Absolute and Relative Dispersion, Coefficient of Variation, Standardized Variable, Standard Scores, Software and Measures of Dispersion. <b>(CHALK &amp; TALK, PPT)</b>  <b>Assessment: Internal Examination, Viva</b></p>
February	<p><b>Unit:2:</b>  <b>Moments, Skewness, and Kurtosis :</b> Moments, Moments for Grouped Data, Relations Between Moments, Computation of Moments for Grouped Data, Charlie's Check and Sheppard's Corrections, Moments in Dimensionless Form, Skewness, Kurtosis, Population Moments, Skewness, and Kurtosis, Software Computation of Skewness and Kurtosis.  <b>Elementary Probability Theory:</b> Definitions of Probability, Conditional Probability; Independent and Dependent Events, Mutually Exclusive Events, Probability Distributions, Mathematical Expectation, Relation Between Population, Sample Mean, and Variance, Combinatorial Analysis, Combinations, Stirling's Approximation to n!, Relation of Probability to Point Set Theory, Euler or Venn Diagrams and Probability.  <b>Elementary Sampling Theory :</b> Sampling Theory, Random Samples and Random Numbers, Sampling With and Without Replacement, Sampling Distributions, Sampling Distribution of Means, Sampling Distribution of Proportions, Sampling Distributions of Differences and Sums, Standard Errors, Software Demonstration of Elementary Sampling Theory <b>(CHALK &amp; TALK, PPT)</b>  <b>Assessment: Internal Examination, Viva</b></p>
March	<p><b>Unit:3:</b>  <b>Statistical Decision Theory:</b> Statistical Decisions, Statistical Hypotheses, Tests of Hypotheses and Significance, or Decision Rules, Type I and Type II Errors, Level of Significance, Tests Involving Normal Distributions, Two-Tailed and One-Tailed Tests, Special Tests, Operating-Characteristic Curves; the Power of a Test, p-Values for Hypothesis Tests, Control Charts, Tests Involving Sample Differences, Tests Involving Binomial Distributions.  <b>Statistics In R:</b> mean, median, mode, Normal Distribution, Binomial Distribution, Frequency Distribution in R. <b>(CHALK &amp; TALK, PPT)</b>  <b>Assessment: Internal Examination, Viva</b></p> <p><b>Unit:4:</b>  <b>Small Sampling Theory:</b> Small Samples, Student's t Distribution, Confidence Intervals, Tests of Hypotheses and Significance, The Chi-Square Distribution, Confidence Intervals for Sigma, Degrees of Freedom, The F Distribution.  <b>The Chi-Square Test:</b> Observed and Theoretical Frequencies, Definition of chi-square, Significance Tests, The Chi-Square Test for Goodness of Fit, Contingency Tables, Yates' Correction for Continuity, Simple Formulas for Computing chi-square, Coefficient of Contingency, Correlation of Attributes, Additive Property of chi-square. <b>(CHALK &amp; TALK, PPT)</b>  <b>Assessment: Internal Examination, Viva</b></p>
April	<p><b>Unit:5</b>  <b>Curve Fitting and the Method of Least Squares:</b> Relationship Between Variables, Curve Fitting, Equations of Approximating Curves, Freehand Method of Curve Fitting, The Straight Line, The Method of Least Squares, The Least-Squares Line, Nonlinear Relationships, The Least-Squares Parabola, Regression, Applications to Time Series, Problems Involving More Than Two Variables.  <b>Correlation Theory:</b> Correlation and Regression, Linear Correlation, Measures of Correlation, The Least-Squares Regression Lines, Standard Error of Estimate, Explained and Unexplained Variation, Coefficient of Correlation, Remarks Concerning the Correlation Coefficient, Product-Moment Formula for the Linear Correlation Coefficient, Short Computational Formulas, Regression Lines and the Linear Correlation Coefficient, Correlation of Time Series, Correlation of Attributes, Sampling Theory of Correlation, Sampling Theory of Regression. <b>(CHALK &amp; TALK, PPT)</b>  <b>Assessment: Internal Examination, Viva</b></p>



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<b>Course:</b> USIT 403	<b>Computer Oriented Statistical techniques (SEM-IV)</b> <b>( credits: 2, Lectures/ week: 4)</b>
<b>Objectives:</b> The purpose of this course is to familiarize students with basics of statistics. This will be essential for prospective researchers and professionals to know these basics.	
<b>Expected Learning Outcomes:</b>	
<ul style="list-style-type: none"> <li>1) Enable learners to know descriptive statistical concepts</li> <li>2) Enable study of probability concept required for computer learners</li> </ul>	

January 2021	<p><b>UNIT I</b></p> <p><b>Introduction:</b> Embedded Systems and general purpose computer systems, history, classifications, applications and purpose of embedded systems [<b>Group Discussion</b>]</p> <p><b>Core of embedded systems:</b> microprocessors and microcontrollers, RISC and CISC controllers, Big endian and Little endian processors, Application specific ICs, Programmable logic devices, COTS, sensors and actuators, communication interface, embedded firmware, other system components.</p> <p><b>Characteristics and quality attributes of embedded systems:</b> Characteristics, operational and non-operational quality attributes.</p> <p><b>TM: Talk, Videos, Practical</b></p> <p><b>Assessment: Internal Exam, Quiz</b></p> <p><b>UNIT II</b></p> <p><b>Embedded Systems – Application and Domain Specific:</b> Application specific – washing machine, domain specific - automotive.</p>
February 2021	<p><b>UNIT II</b></p> <p><b>Embedded Hardware:</b> Memory map, i/o map, interrupt map, processor family, external peripherals, memory – RAM , ROM, types of RAM and ROM, memory testing, CRC ,Flash memory.</p> <p><b>Peripherals:</b> Control and Status Registers, Device Driver, Timer Driver - Watchdog Timers.</p> <p><b>TM: Talk, Videos, Practical</b></p> <p><b>Assessment: Internal Exam, Quiz</b></p> <p><b>UNIT III</b></p> <p><b>The 8051 Microcontrollers:</b> Microcontrollers and Embedded processors, Overview of 8051 family. 8051 Microcontroller hardware, Input/output pins, Ports, and Circuits, External Memory.</p> <p><b>8051 Programming in C:</b> Data Types and time delay in 8051 C, I/O Programming, Logic operations, Data conversion Programs.</p> <p><b>TM: Talk, Videos, Practical</b></p> <p><b>Assessment: Internal Exam, Quiz</b></p>



March 2021	<p><b>UNIT IV</b> <b>Designing Embedded System with 8051 Microcontroller:</b> Factors to be considered in selecting a controller, why 8051 Microcontroller, Designing with 8051. <b>Programming embedded systems:</b> structure of embedded program, infinite loop, compiling, linking and debugging. <b>TM: Talk, Videos, Practical</b> <b>Assessment: Internal Exam, Quiz</b></p> <p><b>UNIT V</b> <b>Real Time Operating System (RTOS):</b> Operating system basics, types of operating systems, Real-Time Characteristics, Selection Process of an RTOS. <b>Design and Development:</b> Embedded system development Environment – IDE, types of file generated on cross compilation, disassembler/ de-compiler, simulator, emulator and debugging, embedded product development life-cycle, trends in embedded industry. <b>TM: Talk, Videos, Practical</b> <b>Assessment: Internal Exam, Quiz</b></p>
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**Teacher Signature**



**Co-ordinator Signature**



**Principal Signature**

#### **SYBSCIT-Sem IV**

#### **Embedded System-Course Outcome:**


1. Explain the embedded system concepts and architecture of embedded systems
2. Understand the concepts of Microcontroller and microprocessor architecture.
3. Describe the architecture of 8051 microcontroller and write embedded program for 8051 microcontroller.
4. Design the interfacing for 8051 microcontroller.
5. Select elements for an embedded systems tool



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<b>B. Sc. (Information Technology)</b>		<b>Semester – IV</b>
<b>Course Name: Software Engineering</b>		<b>Course Code: USIT404</b>
<b>Month</b>	<b>Topics</b>	
<b>January</b>	<p><b>Unit 1:</b>  <b>Introduction:</b> What is software engineering? Software Development Life Cycle, Requirements Analysis, Software Design, Coding, Testing, Maintenance etc.  <b>Software Requirements:</b> Functional and Non-functional requirements, User Requirements, System Requirements, Interface Specification, Documentation of the software requirements.  <b>Software Processes:</b>                      Process and Project, Component Software Processes.  <b>Software Development Process Models.</b>                      Waterfall Model.                      Prototyping.                      Iterative Development.                      Rational Unified Process.                      The RAD Model                      Time boxing Model.  <b>Agile software development:</b> Agile methods, Plan-driven and agile development, Extreme programming, Agile project management, Scaling agile methods.</p> <p><b>Unit 2:</b>  <b>Socio-technical system:</b> Essential characteristics of socio technical systems, Emergent System Properties, Systems Engineering, Components of system such as organization, people and computers, Dealing Legacy Systems.  <b>Critical system:</b> Types of critical system, A simple safety critical system, Dependability of a system, Availability and Reliability, Safety and Security of Software systems.  <b>TM: Talk, PPTs, Videos, Practical</b>  <b>Assessment: Quiz</b></p>	
<b>February</b>	<p><b>Unit 2:</b>  <b>Requirements Engineering Processes:</b> Feasibility study, Requirements elicitation and analysis, Requirements Validations, Requirements Management.  <b>System Models:</b> Models and its types, Context Models, Behavioural Models, Data Models, Object Models, Structured Methods.  <b>Unit 3:</b>  <b>Architectural Design:</b> Architectural Design Decisions, System Organisation, Modular Decomposition Styles, Control Styles, Reference Architectures.  <b>User Interface Design:</b> Need of UI design, Design issues, The UI design Process, User analysis, User Interface Prototyping, Interface Evaluation.  <b>Project Management</b>                      Software Project Management, Management activities, Project Planning, Project Scheduling, Risk Management.  <b>Quality Management:</b> Process and Product Quality, Quality assurance and Standards, Quality Planning, Quality Control, Software Measurement and Metrics.  <b>TM: Talk, PPTs, Videos, Practical</b>  <b>Assessment: Case Studies</b></p>	
<b>March</b>	<p><b>Unit 4:</b>  <b>Verification and Validation:</b> Planning Verification and Validation, Software Inspections, Automated Static Analysis, Verification and Formal Methods. <b>Software Testing:</b> System Testing, Component Testing, Test Case Design, Test Automation.  <b>Software Measurement:</b> Size-Oriented Metrics, Function-Oriented Metrics,</p>	




  
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	<p>Extended Function Point Metrics  <b>Software Cost Estimation:</b> Software Productivity, Estimation Techniques, Algorithmic Cost Modelling, Project Duration and Staffing  <u>Unit 5:</u>  <b>Process Improvement:</b> Process and product quality, Process Classification, Process Measurement, Process Analysis and Modeling, Process Change, The CMMI Process Improvement Framework.  <b>Service Oriented Software Engineering:</b> Services as reusable components, Service Engineering, Software Development with Services.  <b>Software reuse:</b> The reuse landscape, Application frameworks, Software product lines, COFS product reuse.  <b>TM: Talk, PPTs, Videos, Practical</b>  <b>Assessment: Presentation</b></p>
April	<p><u>Unit 5:</u>  <b>Distributed software engineering:</b> Distributed systems issues, Client-server computing, Architectural patterns for distributed systems, Software as a service.  <b>TM: Talk, PPTs, Videos, Practical</b>  <b>Assessment: Presentation</b></p>

<b>Course: USIT 404</b>	<b>Software Engineering (Sem IV)</b> <b>(Credits: 2, Lectures/Week: 4)</b>
<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1) Be agile software developers with a comprehensive set of skills appropriate to the needs of the dynamic global computing-based society.</li> <li>2) Capable of team and organizational leadership in computing project settings, and have a broad understanding of ethical application of computing-based solutions to societal and organizational problems.</li> <li>3) Acquire skills and knowledge to advance their career, including continually upgrading professional, communication, analytic, and technical skills.</li> </ol> <p><b>Course Outcome:</b></p> <ol style="list-style-type: none"> <li>1) An ability to use the techniques, skills, and modern engineering tools and processes necessary for software engineering practice.</li> <li>2) An ability to apply software engineering perspective through software design and construction, requirements analysis, verification, and validation, to develop solutions to modern problems such as security, data science, and systems engineering.</li> </ol>	



  
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	<b>Lesson Plan</b> <b>Subject : Artificial Intelligence Class : TY BSc.IT Semester : V</b> <b>Division : A+B</b>
July 2020	Unit 1: Introduction of Artificial Intelligence. Foundations of AI, History, the state of art AI today. Intelligent Agents: agents and environment, good behavior, nature of environment, the structure of agents. [Teaching Methodology : Online Platform using PPTs, Annotations, Videos]
August 2020	Unit 2 : Solving Problems by Searching: Problem solving agents, examples problems, searching for solutions, uninformed search, informed search Strategies, heuristic functions. Beyond Classical Search: local search algorithms, searching with non-deterministic action, searching with partial observations, online Search agents and unknown environments. [Teaching Methodology : Online Platform using PPTs, Annotations, Videos, Practical]
September 2020	Unit 3 :Adversarial Search: Games, optimal decisions in games, alpha-beta pruning, stochastic games, partially observable games, state-of-the-art Game programs. Logical Agents: Knowledge base agents, The Wumpus world, logic, propositional logic, propositional theorem proving, effective Propositional model checking, agents based on propositional logic. [Teaching Methodology : Online Platform using PPTs, Annotations, Videos, Practical, Presentations By Students]
October 2020	Unit 4 :First Order Logic: Syntax and semantics, using First Order Logic, Knowledge engineering in First Order Logic. Inference in First Order Logic: propositional vs. First Order, Unification and lifting, forward and backward chaining, resolution. [Teaching Methodology : Online Platform using PPTs, Annotations, Videos, Practical, Presentations By Students]
November 2020	Unit 5 :Planning: Definition of Classical Planning, Algorithms for planning as state space search, planning graphs, other classical planning approaches, analysis of planning approaches, Time, Schedules and resources, hierarchical planning, Planning and Acting in Nondeterministic Domains, multiagent planning. [Teaching Methodology : Online Platform using PPTs, Annotations, Videos, Practical, Presentations By Students]



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December 2020	Unit 5 : Knowledge Representation: Categories and Objects, events, mental events and objects, reasoning systems for categories, reasoning with default information, Internet shopping world [Teaching Methodology : Online Platform using PPTs, Annotations, Videos, Practical, Presentations By Students]
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	<b>Lesson Plan</b> <b>Subject : Data Structures Class : SY BSc.IT Semester : III</b> <b>Division : B</b>
July 2020	<p>Unit 1 :Introduction: Data and Information, Data Structure, Classification of Data Structures, Primitive Data Types, Abstract Data Types, Data structure vs. File Organization, Operations on Data Structure, Algorithm, Importance of Algorithm Analysis, Complexity of an Algorithm, Asymptotic Analysis and Notations, Big O Notation, Big Omega Notation, Big Theta Notation, Rate of Growth and Big O Notation.</p> <p>Array: Introduction, One Dimensional Array, Memory Representation of One Dimensional Array, Traversing, Insertion, Deletion, Searching, Sorting, Merging of Arrays, Multidimensional Arrays, Memory Representation of Two Dimensional Arrays, General Multidimensional Arrays, Sparse Arrays, Sparse Matrix, Memory Representation of Special kind of Matrices, Advantages and Limitations of Arrays</p> <p>[Teaching Methodology : Online Platform using PPTs, Annotations, Videos, Practical]</p>
August 2020	<p>Unit 2 : Linked List: Linked List, One-way Linked List, Traversal of Linked List, Searching, Memory Allocation and De-allocation, Insertion in Linked List, Deletion from Linked List, Copying a List into Other List, Merging Two Linked Lists, Splitting a List into Two Lists, Reversing One way linked List, Circular Linked List, Applications of Circular Linked List, Two way Linked List, Traversing a Two way Linked List, Searching in a Two way linked List, Insertion of an element in Two way Linked List, Deleting a node from Two way Linked List, Header Linked List, Applications of the Linked list, Representation of Polynomials, Storage of Sparse Arrays, Implementing other Data Structures</p> <p>[Teaching Methodology : Online Platform using PPTs, Annotations, Videos, Practical]</p>
September 2020	<p>Unit 3 : Stack: Introduction, Operations on the Stack Memory Representation of Stack, Array Representation of Stack, Applications of Stack, Evaluation of Arithmetic Expression, Matching Parenthesis, infix and postfix operations, Recursion.</p> <p>Queue: Introduction, Queue, Operations on the Queue, Memory Representation of Queue, Array representation of queue, Linked List Representation of Queue, Circular Queue, Some special kinds of queues, Deque, Priority Queue, Application of Priority Queue, Applications of Queues.</p> <p>[Teaching Methodology : Online Platform using PPTs, Annotations, Videos, Practical]</p>



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October 2020	<p>Unit 4 : Sorting and Searching Techniques Bubble, Selection, Insertion, Merge Sort. Searching: Sequential, Binary, Indexed Sequential Searches, Binary Search. Tree: Tree, Binary Tree, Properties of Binary Tree, Memory Representation of Binary Tree, Operations Performed on Binary Tree, Reconstruction of Binary Tree from its Traversals, Huffman Algorithm, Binary Search Tree, Operations on Binary Search Tree, Heap, Memory Representation of Heap, Operation on Heap, Heap Sort. Advanced Tree Structures: Red Black Tree, Operations Performed on Red Black Tree, AVL Tree, Operations performed on AVL Tree, 2-3 Tree, B-Tree. [Teaching Methodology : Online Platform using PPTs, Annotations, Videos, Practical]</p>
November 2020	<p>Unit 5 : Hashing Techniques Hash function, Address calculation techniques, Common hashing functions Collision resolution, Linear probing, Quadratic, Double hashing, Bucket hashing, Deletion and rehashing [Teaching Methodology : Online Platform using PPTs, Annotations, Videos, Practical]</p>
December 2020	<p>Unit 5 : Graph: Introduction, Graph, Graph Terminology, Memory Representation of Graph, Adjacency Matrix Representation of Graph, Adjacency List or Linked Representation of Graph, Operations Performed on Graph, Graph Traversal, Applications of the Graph, Reachability, Shortest Path Problems, Spanning Trees. [Teaching Methodology : Online Platform using PPTs, Annotations, Videos, Practical]</p>

<b><u>Lesson Plan for 2020 -21 (ODD SEM)</u></b>	<b><u>TYBSc-(IT)-Semester V- IOT</u></b>
<b>Unit I (JULY-2020)</b>	<p><b>The Internet of Things: An Overview:</b> The Flavor of the Internet of Things, the “Internet” of “Things”, The Technology of the Internet of Things, Enchanted Objects, who is Making the Internet of Things? <b>Design Principles for Connected Devices:</b> Calm and Ambient Technology, Magic as Metaphor, Privacy, Keeping Secrets, Whose Data Is It Anyway? Web Thinking for Connected Devices, Small Pieces, Loosely Joined, First-Class Citizens on The Internet, Graceful Degradation, Affordances. Internet Principles: <b>Internet Communications:</b> An Overview, IP, TCP, The IP Protocol Suite (TCP/IP), UDP, IP Addresses, DNS, Static IP Address</p>



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	<p>Assignment, Dynamic IP Address Assignment, IPv6, MAC Addresses, TCP and UDP Ports, An Example: HTTP Ports, Other Common Ports, Application Layer Protocols, HTTP, HTTPS: Encrypted HTTP, Other Application Layer Protocols  <b>[Teaching Methodology: PPT, Scenario based learning]</b>  <b>Assessment: Internal Exam, Quiz , Open Ended Questions ,</b></p>
<p align="center"><b>Unit II (AUG &amp; SEPT 2020)</b></p>	<p><b>Thinking About Prototyping:</b> Sketching, Familiarity, Costs versus Ease of Prototyping, Prototypes and Production, Changing Embedded Platform, Physical Prototypes and Mass Personalization, climbing into the Cloud, Open Source versus Closed Source, Why Closed? Why Open? Mixing Open and Closed Source, Closed Source for Mass Market Projects, Tapping into the Community.  <b>Prototyping Embedded Devices:</b> Electronics, Sensors, Actuators, Scaling Up the Electronics, Embedded Computing Basics, Microcontrollers, System-on-Chips, Choosing Your Platform, Arduino, Developing on the Arduino, Some Notes on the Hardware, Openness, Raspberry Pi, Cases and Extension Boards, Developing on the Raspberry Pi, Some Notes on the Hardware, Openness  <b>[Teaching Methodology: PPT, Role-Model, Case study]</b>  <b>Assessment: Internal Exam, Quiz , Open Ended Questions ,</b></p>
<p align="center"><b>Unit III (SEPT &amp; OCT 2020)</b></p>	<p><b>Prototyping the Physical Design:</b> Preparation, Sketch, Iterate, and Explore, Nondigital Methods, Laser Cutting, Choosing a Laser Cutter, Software, Hinges and Joints, 3D Printing, Types of 3D Printing, Software, CNC Milling, Repurposing/Recycling.  <b>Prototyping Online Components:</b> Getting Started with an API, Mashing Up APIs, Scraping, Legalities, Writing a New API, Clockodillo, Security, Implementing the API, Using Curl to Test, Going Further, Real-Time Reactions, Polling, Comet, Other Protocols, MQ Telemetry Transport, 12 Extensible Messaging and Presence Protocol, Constrained Application Protocol  <b>[Teaching Methodology: PPT, Scenarios, Case study]</b>  <b>Assessment: Internal Exam, Quiz , Open Ended Questions ,</b></p>



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<p align="center"><b>Unit IV (NOV 2020)</b></p>	<p><b>Techniques for Writing Embedded Code: Memory Management, Types of Memory, Making the Most of Your RAM, Performance and Battery Life, Libraries, Debugging,</b>  <b>Business Models: A Short History of Business Models, Space and Time, From Craft to Mass Production, The Long Tail of the Internet, Learning from History, The Business Model Canvas, Who Is the Business Model For? Models, Make Thing, Sell Thing, Subscriptions, Customization, be a Key Resource, Provide Infrastructure: Sensor Networks, take a Percentage, Funding an Internet of Things Startup, Hobby Projects and Open Source, Venture Capital, Government Funding, Crowdfunding, Lean Startups [Teaching Methodology: PPT, Scenarios, Role-Based learning]</b>  <b>Assessment: Internal Exam, Quiz , Open Ended Questions ,</b></p>
<p align="center"><b>Unit V (DEC 2020)</b></p>	<p><b>Moving to Manufacture: What Are You Producing? Designing Kits, Designing Printed circuit boards, Software Choices, The Design Process, Manufacturing Printed Circuit Boards, Etching Boards, Milling Boards. Assembly, Testing, Mass-Producing the Case and Other Fixtures, Certification, Costs, Scaling Up Software, Deployment, Correctness and Maintainability, Security, Performance, User Community.</b>  <b>Ethics: Characterizing the Internet of Things, Privacy, Control, Disrupting Control, Crowdsourcing, Environment, Physical Thing, Electronics, Internet Service, Solutions, The Internet of Things as Part of the Solution, Cautious Optimism, The Open Internet of Things Definition</b>  <b>[Teaching Methodology: PPT, Scenarios, Role-Based learning]</b>  <b>Assessment: Internal Exam, Quiz , Open Ended Questions ,</b></p>

<b>Month</b>	<b>TY.B.Sc.IT – Semester 6 Intelligence</b>	<b>Subject Name: Business</b>
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<p><b>January 2021</b></p>	<p><b>Unit I : (PPT and Whiteboard)</b>  <b>Business intelligence:</b> Effective and timely decisions, Data, information and knowledge, The role of mathematical models, Business intelligence architectures, Ethics and business intelligence</p> <p><b>Decision support systems:</b> Definition of system, Representation of the decision-making process, Evolution of information systems, Definition of decision support system, Development of a decision support system</p> <p><b>Unit II : (PPT and Whiteboard)</b></p> <p><b>Mathematical models for decision making:</b> Structure of mathematical models, Development of a model, Classes of models  <b>Data mining:</b> Definition of data mining, Representation of input data , Data mining process, Analysis methodologies  <b>Data preparation:</b> Data validation, Data transformation, Data reduction</p>
<p><b>February 2021</b></p>	<p><b>Unit III :(PPT and Videos)</b>  <b>Classification:</b> Classification problems, Evaluation of classification models, Bayesian methods, Logistic regression, Neural networks, Support vector machines</p> <p><b>Clustering:</b> Clustering methods, Partition methods, Hierarchical methods, Evaluation of clustering models.</p> <p><b>Unit IV :(PPT and Whiteboard)</b></p> <p><b>Business intelligence applications:</b>  <b>Marketing models:</b> Relational marketing, Sales force management, <b>Logistic and production models:</b> Supply chain optimization, Optimization models for logistics planning, Revenue management systems.</p> <p><b>Data envelopment analysis:</b> Efficiency measures, Efficient frontier, The CCR model, Identification of good operating practices</p>



<b>MARCH 2021</b>	<b>Unit V :(PPT , Flip Class and Whiteboard)</b>  <b>Knowledge Management:</b> Introduction to Knowledge Management, Organizational Learning and Transformation, Knowledge Management Activities, Approaches to Knowledge Management, Information Technology (IT) In Knowledge Management, Knowledge Management Systems Implementation, Roles of People in Knowledge Management  <b>Artificial Intelligence and Expert Systems:</b> Concepts and Definitions of Artificial Intelligence, Artificial Intelligence Versus Natural Intelligence, Basic Concepts of Expert Systems, Applications of Expert Systems, Structure of Expert Systems, Knowledge Engineering, Development of Expert Systems
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**Course Outcome for Business Intelligence- BSCIT Semester 6**

1. To make student familiarize with concepts and various mathematical model related to business intelligence and decision support systems.
2. To demonstrate concept of decision making process and decision support system
3. Demonstrate an understanding of the importance of data mining and the principles of business intelligence
4. Organize and prepare the data needed for data mining using pre processing techniques
5. To demonstrate the concept of classification and clustering of data and to also make students familiarize with various methods for classification and clustering.
6. To learn data warehouses, design methods (dimension modeling), data extracting, transforming and loading processes and OLAP systems.
7. To demonstrate various applications of business intelligence and identification of good operating practices.
8. To demonstrate the use of logistics and production models.
9. To demonstrate the knowledge management and role of people in knowledge management.
10. To demonstrate the Concepts and Definitions of Artificial Intelligence and Expert system.



<u>Lesson Plan for 2020 -21</u> (EVEN SEM)	<b>TYBSc-(IT)-Semester VI- Principles of GIS</b>
<b>Unit I</b> (Jan-2021)	<p><b><u>A Gentle Introduction to GIS</u></b> the nature of GIS: Some fundamental observations, Defining GIS, GI Systems, GI Science and GI Applications, Spatial data and Geoinformation. The real world and representations of it: Models and modelling, Maps, Databases, Spatial databases and spatial analysis</p> <p><b><u>Geographic Information and Spatial Database Models and Representations of the real-world Geographic Phenomena:</u></b> Defining geographic phenomena, types of geographic phenomena, Geographic fields, Geographic objects, Boundaries</p> <p>Computer Representations of Geographic Information: Regular tessellations, irregular tessellations, Vector representations, Topology and Spatial relationships, Scale and Resolution, Representation of Geographic fields, Representation of Geographic objects</p> <p><b><u>Organizing and Managing Spatial Data</u></b></p> <p><b><u>The Temporal Dimension</u></b></p> <p>[Teaching Methodology: PPT, Case Studies, Practical/Live Examples]</p> <p>Assessment: Internal Exam, Quiz</p>
<b>Unit II</b> (FEB 2021)	<p><b><u>Data Management and Processing Systems Hardware and Software Trends</u></b></p> <p><b><u>Geographic Information Systems:</u></b> GIS Software, GIS Architecture and functionality, Spatial Data Infrastructure (SDI)</p> <p><b><u>Stages of Spatial Data handling:</u></b> Spatial data handling and preparation, Spatial Data Storage and maintenance, Spatial Query and Analysis, Spatial Data Presentation.</p> <p><b><u>Database management Systems:</u></b> Reasons for using a DBMS, Alternatives for data management, the relational data model, Querying the relational database.</p> <p><b><u>GIS and Spatial Databases:</u></b> Linking GIS and DBMS, Spatial database functionality.</p> <p>[Teaching Methodology: PPT, Case study, Flipped Classroom]</p> <p>Assessment: Internal Exam, Quiz</p>
<b>Unit III</b> (FEB & MARCH 2021)	<p><b><u>Spatial Referencing and Positioning Spatial Referencing:</u></b> Reference surfaces for mapping, Coordinate Systems, Map Projections, Coordinate Transformations. Satellite-based Positioning: Absolute positioning, Errors in absolute positioning, Relative positioning, Network positioning, code versus phase measurements, Positioning technology.</p> <p><b><u>Data Entry and Preparation: Spatial Data Input:</u></b> Direct spatial data capture, Indirect spatial data capture, Obtaining spatial data.</p>

	<p>Data Quality: Accuracy and Positioning, Positional accuracy, Attribute accuracy, Temporal accuracy, Lineage, Completeness, Logical consistency.</p> <p><b><u>Data Preparation:</u></b> Data checks and repairs, Combining data from multiple sources</p> <p><b><u>Point Data Transformation:</u></b> Interpolating discrete data, Interpolating continuous data</p> <p><b>[Teaching Methodology: PPT, Flipped Classroom, Case study]</b></p> <p><b>Assessment: Internal Exam, Quiz</b></p>
<p align="center"><b>Unit IV (MARCH 2021)</b></p>	<p><b><u>Spatial Data Analysis</u></b></p> <p><b><u>Classification of analytical GIS Capabilities:</u></b> Retrieval, classification and measurement: Measurement, Spatial selection queries, Classification.</p> <p><b><u>Overlay functions:</u></b> Vector overlay operators, Raster overlay operators</p> <p><b><u>Neighborhood functions:</u></b> Proximity computations, Computation of diffusion, Flow computation, Raster based surface analysis</p> <p><b><u>Analysis:</u></b> Network analysis, interpolation, terrain modeling GIS and Application models: GPS, Open GIS Standards, GIS Applications and Advances</p> <p><b><u>Error Propagation in spatial data processing:</u></b> How Errors propagate, Quantifying error propagation</p> <p><b>[Teaching Methodology: PPT, Audio Visuals, Practical/Live Examples]</b></p> <p><b>Assessment: Open Ended Questions, Quiz</b></p>
<p align="center"><b>Unit V (MARCH 2021)</b></p>	<p><b><u>Data Visualization GIS and Maps</u></b></p> <p>The Visualization Process Visualization Strategies: Present or explore? The cartographic toolbox: What kind of data do I have? How can I map my data? How to map? How to map qualitative data, how to map quantitative data, how to map the terrain elevation, how to map time series Map Cosmetics, Map Dissemination</p> <p><b>[Teaching Methodology: PPT, Scenarios, Audio Visuals, Flipped Classroom]</b></p> <p><b>Assessment: Open Ended Questions, Quiz</b></p>

**TYBSc-IT – SEM VI- PRINCIPLES OF GIS**

**Students will learn:**

1. Comprehend fundamental concepts and practices of Geographic Information Systems (GIS) and advances in Geospatial Information Science and Technology (GIS&T).





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2. Apply basic graphic and data visualization concepts such as color theory, symbolization, and use of white space.
3. Demonstrate organizational skills in file and database management.
4. Give examples of interdisciplinary applications of Geospatial Information Science and Technology.
5. Apply GIS analysis to address geospatial problems.

**Students will able to:**

1. Demonstrate proficiency in the use of GIS tools to create maps that are fit-for-purpose and effectively convey the information they are intended to.
2. Effectively communicate and present project results in oral, written, and graphic forms.
3. Demonstrate confidence in undertaking new (unfamiliar) analysis using GIS, troubleshoot problems in GIS, and seek help from software/website help menus and the GIS community to solve problems.
4. Apply mathematical concepts, including statistical methods, to data to be used in geospatial analysis.
5. Gather and process original data using a Global Positioning System (GPS) or other Global Navigation Satellite Systems (GNSS).



<b>T.Y.B.Sc.IT (A+B) Sem – VI ( 2020-21) Subject: - Security in Computing</b>	
<b>Jan 2021</b>	<p><b>Unit-I – Information Security Overview :</b> The Importance of Information Protection, The Evolution of Information Security, Justifying Security Investment, Security Methodology, How to Build a Security Program, The Impossible Job, The Weakest Link, Strategy and Tactics, Business Processes vs. Technical Controls. <b>Risk Analysis:</b> Threat Definition, Types of Attacks, Risk Analysis. <b>Secure Design Principles:</b> The CIA Triad and Other Models, Defense Models, Zones of Trust, Best Practices for Network Defense. <b>Unit-II - Authentication and Authorization:</b> Authentication, Authorization <b>Encryption:</b> A Brief History of Encryption, Symmetric-Key Cryptography, Public Key Cryptography, Public Key Infrastructure. (PPT)</p> <p><b>Assessment - Internal Examination</b></p>
<b>Feb 2021</b>	<p><b>Storage Security:</b> Storage Security Evolutions, Modern Storage Security, Risk Remediation, Best Practices. <b>Database Security:</b> General Database Security Concepts, Understanding Database Security Layers, Understanding Database-Level Security, Using Application Security, Database Backup and Recovery, Keeping Your Servers Up to Date, Database Auditing and Monitoring. <b>Unit – III -Secure Network Design:</b> Introduction to Secure Network Design, Performance, Availability, Security. <b>Network Device Security:</b> Switch and Router Basics, Network Hardening. <b>Firewalls:</b> Overview, The Evolution of Firewalls, Core Firewall Functions, Additional Firewall Capabilities, Firewall Design. <b>Wireless Network Security:</b> Radio Frequency Security Basics, Data-Link Layer Wireless Security Features, Flaws, and Threats, Wireless Vulnerabilities and Mitigations, Wireless Network Hardening Practices and Recommendations, Wireless Intrusion Detection and Prevention, Wireless Network Positioning and Secure Gateways. (PPT)</p> <p><b>Assessment - Internal Examination</b></p>
<b>Mar 2021</b>	<p><b>Unit – IV -Intrusion Detection and Prevention Systems:</b> IDS Concepts, IDS Types and Detection Models, IDS Features, IDS Deployment Considerations, Security Information and Event Management (SIEM). <b>Voice over IP (VoIP) and PBX Security:</b> Background, VoIP Components, VoIP Vulnerabilities and Countermeasures, PBX, TEM: Telecom Expense Management. <b>Operating System Security Models:</b> Operating System Models, Classic Security Models, Reference Monitor, Trustworthy Computing, International Standards for Operating System Security.</p> <p><b>Unit –V - Virtual Machines and Cloud Computing:</b> Virtual Machines, Cloud Computing. <b>Secure Application Design:</b> Secure Development Lifecycle, Application Security Practices, Web Application Security, Client Application Security, Remote Administration Security. <b>Physical Security:</b> Classification of Assets, Physical Vulnerability Assessment, Choosing Site Location for Security, Securing Assets: Locks and Entry Controls, Physical Intrusion Detection. (PPT)</p> <p><b>Assessment - Internal Examination</b></p>



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T.Y.B.Sc.IT Sem – VI


Security in Computing ( USIT602 )

- Describe various communications networks and their main components.
- Develop a networking plan for yourself or a client.
- Distinguish and explain the concepts of: authentication; authorization, and attacks.
- Identify the function of a firewall, and how it keeps a computer secure and safe from viruses.
- Prepare a security plan for organization.

<b>B. Sc. (Information Technology)</b>		<b>Semester – VI</b>
<b>Course Name: Software Quality Assurance</b>		<b>Course Code: USIT601</b>
<b>Month</b>	<b>Topics</b>	
<b>January</b>	<p><b>Introduction to Quality:</b> Historical Perspective of Quality, What is Quality? (Is it a fact or perception?), Definitions of Quality, Core Components of Quality, Quality View, Financial Aspect of Quality, Customers, Suppliers and Processes, Total Quality Management (TQM), Quality Principles of Total Quality Management, Quality Management Through Statistical Process Control, Quality Management Through Cultural Changes, Continual (Continuous) Improvement Cycle, Quality in Different Areas, Benchmarking and Metrics, Problem Solving Techniques, Problem Solving Software Tools.</p> <p><b>Software Quality:</b> Introduction, Constraints of Software Product Quality Assessment, Customer is a King, Quality and Productivity Relationship, Requirements of a Product, Organisation Culture, Characteristics of Software, Software Development Process, Types of Products, Schemes of Criticality Definitions, Problematic Areas of Software Development Life Cycle, Software Quality Management, Why Software Has Defects? Processes Related to Software Quality, Quality Management System Structure, Pillars of Quality Management System, Important Aspects of Quality Management.</p> <p><b>Fundamentals of testing:</b> Introduction, Necessity of testing, What is testing? Fundamental test process, The psychology of testing, Historical Perspective of Testing, Definitions of Testing, Approaches to Testing, Testing During Development Life Cycle, Requirement Traceability Matrix, Essentials of Software Testing, Workbench, Important Features of Testing Process, Misconceptions About Testing, Principles of Software Testing, Salient Features of Good Testing, Test Policy, Test Strategy or Test Approach, Test Planning, Testing Process and Number of Defects Found in Testing, Test Team Efficiency, Mutation Testing, Challenges in Testing,</p> <p><b>TM: Talk, PPTs, Videos</b> <b>Assessment: Case Studies</b></p>	

CRITERION I- CURRICULAR ASPECTS



  
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<b>February</b>	<p><b>Fundamentals of testing:</b> Test Team Approach, Process Problems Faced by Testing, Cost Aspect of Testing, Establishing Testing Policy, Methods, Structured Approach to Testing, Categories of Defect, Defect, Error, or Mistake in Software, Developing Test Strategy, Developing Testing Methodologies (Test Plan), Testing Process, Attitude Towards Testing (Common People Issues), Test Methodologies/Approaches, People Challenges in Software Testing, Raising Management Awareness for Testing, Skills Required by Tester, Testing throughout the software life cycle, Software development models, Test levels, Test types, the targets of testing, Maintenance testing</p> <p><b>Unit Testing: Boundary Value Testing:</b> Normal Boundary Value Testing, Robust Boundary Value Testing, Worst-Case Boundary Value Testing, Special Value Testing, Examples, Random Testing, Guidelines for Boundary Value Testing, <b>Equivalence Class Testing:</b> Equivalence Classes, Traditional Equivalence Class Testing, Improved Equivalence Class Testing, Edge Testing, Guidelines and Observations. <b>Decision Table–Based Testing:</b> Decision Tables, Decision Table Techniques, Cause-and-Effect Graphing, Guidelines and Observations, <b>Path Testing:</b> Program Graphs, DD-Paths, Test Coverage Metrics, Basis Path Testing, Guidelines and Observations, <b>Data Flow Testing:</b> Define/Use Testing, Slice-Based Testing, Program Slicing Tools.</p> <p><b>TM: Talk, PPTs, Videos</b></p> <p><b>Assessment: Viva Voce</b></p>
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<b>March</b>	<p><b>Software Verification and Validation:</b> Introduction, Verification, Verification Workbench, Methods of Verification, Types of reviews on the basis of Stage Phase, Entities involved in verification, Reviews in testing lifecycle, Coverage in Verification, Concerns of Verification, Validation, Validation Workbench, Levels of Validation, Coverage in Validation, Acceptance Testing, Management of Verification and Validation, Software development verification and validation activities.</p> <p><b>V-test Model:</b> Introduction, V-model for software, Testing during Proposal stage, Testing during requirement stage, Testing during test planning phase, Testing during design phase, Testing during coding, VV Model, Critical Roles and Responsibilities.</p> <p><b>Levels of Testing:</b> Introduction, Proposal Testing, Requirement Testing, Design Testing, Code Review, Unit Testing, Module Testing, Integration Testing, Big-Bang Testing, Sandwich Testing, Critical Path First, Sub System Testing, System Testing, Testing Stages.</p> <p><b>Special Tests:</b> Introduction, GUI testing, Compatibility Testing, Security Testing, Performance Testing, Volume Testing, Stress Testing, Recovery Testing, Installation Testing, Requirement Testing, Regression Testing, Error Handling Testing, Manual Support Testing, Intersystem Testing, Control Testing, Smoke Testing, Adhoc Testing, Parallel Testing, Execution Testing, Operations Testing, Compliance Testing, Usability Testing, Decision Table Testing, Documentation Testing, Training testing, Rapid Testing, Control flow graph, Generating tests on the basis of Combinatorial Designs, State Graph, Risk Associated with New Technologies, Process maturity level of Technology,</p> <p><b>TM: Talk, PPTs, Videos</b> <b>Assessment: Quiz</b></p>
<b>April</b>	<p><b>Special Tests:</b> Testing Adequacy of Control in New technology usage, Object Oriented Application Testing, Testing of Internal Controls, COTS Testing, Client Server Testing, Web Application Testing, Mobile Application Testing, eBusiness eCommerce Testing, Agile Development Testing, Data Warehousing Testing.</p> <p><b>TM: Talk, PPTs, Videos</b> <b>Assessment: Presentation</b></p>



<b>Course: USIT 601</b>	<b>Software Quality Assurance (Sem VI) (Credits: 2, Lectures/Week: 4)</b>
<b>Objectives:</b> 1. Present effective testing techniques for ensuring high quality software; 2. Learn metrics for managing quality assurance and understand capabilities of test tools.	
<b>Course Outcome:</b> 1. Critically evaluate alternative standards, models and techniques aimed at achieving quality assurance in a variety of software development environments; 2. Propose and defend innovative solutions to software quality assurance and measurement problems in the context of various software development environments; 3. Critically evaluate leading edge approaches in software development and attendant quality assurance methodologies	

<b><u>Lesson Plan for 2020 -21 (ODD SEM)</u></b>	<b><u>MSc-(IT)-Semester I- Cloud Computing</u></b>
<b>Unit I (DEC 2020)</b>	<b>Introduction to Cloud Computing:</b> Introduction, Historical developments, Building Cloud Computing Environments, Principles of Parallel and Distributed Computing: Eras of Computing, Parallel v/s distributed computing, Elements of Parallel Computing, Elements of distributed computing, Technologies for distributed computing. <b>Virtualization:</b> Introduction, Characteristics of virtualized environments, Taxonomy of virtualization techniques, Virtualization and cloud computing, Pros and cons of virtualization, Technology examples. Logical Network Perimeter, Virtual Server, Cloud Storage Device, Cloud usage monitor, Resource replication, Ready-made environment <b>[Teaching Methodology: PPT, Scenario based learning]</b> <b>Assessment: Internal Exam, Quiz</b>



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<p align="center"><b>Unit II (DEC 2020)</b></p>	<p><b>Cloud Computing Architecture:</b> Introduction, Fundamental concepts and models, Roles and boundaries, Cloud Characteristics, Cloud Delivery models, Cloud Deployment models, Economics of the cloud, Open challenges. <b>Fundamental Cloud Security:</b> Basics, Threat agents, Cloud security threats, additional considerations. <b>Industrial Platforms and New Developments:</b> Amazon Web Services, Google App Engine, Microsoft Azure.  <b>[Teaching Methodology: PPT, Role-Model, Case study]</b>  <b>Assessment: Internal Exam, Quiz</b></p>
<p align="center"><b>Unit III (JAN 2021)</b></p>	<p><b>Specialized Cloud Mechanisms:</b> Automated Scaling listener, Load Balancer, SLA monitor, Pay-per-use monitor, Audit monitor, fail over system, Hypervisor, Resource Centre, Multidevice broker, State Management Database.  <b>Cloud Management Mechanisms:</b> Remote administration system, Resource Management System, SLA Management System, Billing Management System, Cloud Security Mechanisms: Encryption, Hashing, Digital Signature, Public Key Infrastructure (PKI), Identity and Access Management (IAM), Single Sign-On (SSO), Cloud-Based Security Groups, Hardened Virtual Server Images  <b>[Teaching Methodology: PPT, Scenarios, Case study]</b>  <b>Assessment: Internal Exam, Quiz , Presentations</b></p>
<p align="center"><b>Unit IV (FEB 2021)</b></p>	<p><b>Fundamental Cloud Architectures:</b> Workload Distribution Architecture, Resource Pooling Architecture, Dynamic Scalability Architecture, Elastic Resource Capacity Architecture, Service Load Balancing Architecture, Cloud Bursting Architecture, Elastic Disk Provisioning Architecture, Redundant Storage Architecture. <b>Advanced</b>  <b>Cloud Architectures:</b> Hypervisor Clustering Architecture, Load Balanced Virtual Server Instances Architecture, Non-Disruptive Service Relocation Architecture, Zero Downtime Architecture, Cloud Balancing Architecture, Resource Reservation Architecture, Dynamic Failure Detection and Recovery Architecture, Bare-Metal Provisioning Architecture, Rapid Provisioning Architecture, Storage Workload Management Architecture  <b>[Teaching Methodology: PPT, Scenarios, Role-Based learning]</b>  <b>Assessment: Open Ended Questions, Quiz</b></p>



<b>Unit V (MARCH 2021)</b>	<p><b>Cloud Delivery Model Considerations:</b> Cloud Delivery Models: The Cloud Provider Perspective, Cloud Delivery Models: The Cloud Consumer Perspective, Cost Metrics and <b>Pricing Models:</b> Business Cost Metrics, Cloud Usage Cost Metrics, Cost Management 12 Considerations, Service Quality Metrics and SLAs: Service Quality Metrics, SLA Guidelines</p> <p><b>[Teaching Methodology: PPT, Flipped Classroom, Audio] Assessment: Open Ended Questions, Quiz, Presentations</b></p>
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### **MSc(IT) – PART-I-CLOUD COMPUTING**

#### **Students will learn:**

1. Basics of cloud computing.
2. Key concepts of virtualization.
3. Different Cloud Computing services
4. Cloud Implementation, Programming and Mobile cloud computing
5. Key components of Amazon Web Services
6. Cloud Backup and solutions

#### **Students will able to:**

1. Define Cloud Computing and memorize the different Cloud service and deployment models
2. Describe importance of virtualization along with their technologies.
3. Use and Examine different cloud computing services
4. Analyze the components of open stack & Google Cloud platform and understand Mobile Cloud Computing
5. Describe the key components of Amazon web Service





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6. Design & develop backup strategies for cloud data based on features.

<b>Dr. Tushar Sambare</b>	
<b>M. Sc. IT Part I- Semester I</b>	
<b>Subject: Research in Computing</b>	
<b>Course Outcome:</b>	
On successful completion of this course, student should be able to:	
<ul style="list-style-type: none"> <li>• To be able to conduct business research with an understanding of all the latest theories.</li> <li>• To develop the ability to explore research techniques used for solving any real world or innovate problem.</li> <li>• Understand the basics of Business Research.</li> <li>• Able to understand and implement stages of Research Process.</li> <li>• Understand the Research Methods and Data Collection.</li> <li>• Understand the Measurement Concepts, Sampling and Field work.</li> <li>• Able to perform Data Analysis and do the Presentation of it.</li> </ul>	
<b>Month</b>	<b>Topics to Be Covered</b>
December-20	<b>Introduction:</b> Role of Business Research, Information Systems and Knowledge Management, Theory Building, Organization ethics and Issues (TM : PPT and Case Studies)
January-21	<b>Beginning Stages of Research Process:</b> Problem definition, Qualitative research tools, Secondary data research (TM : PPT and Case Studies)
February-21	<b>Research Methods and Data Collection:</b> Survey research, communicating with respondents, Observation methods, Experimental research (TM : PPT and Case Studies) <b>Measurement Concepts, Sampling and Field work:</b> Levels of Scale measurement, attitude measurement, questionnaire design, sampling designs and procedures, determination of sample size (TM : PPT and Case Studies)
March-21	<b>Data Analysis and Presentation:</b> Editing and Coding, Basic Data Analysis, Univariate Statistical Analysis and Bivariate Statistical analysis and differences between two variables. Multivariate Statistical Analysis. (TM : PPT and Case Studies)



<b>Dr. Tushar Sambare</b>
<b>M. Sc. IT Part I- Semester I</b>
<b>Subject: Research in Computing</b>
<b>Course Outcome:</b> On successful completion of this course, student should be able to: <ul style="list-style-type: none"><li>● To be able to conduct business research with an understanding of all the latest theories.</li><li>● To develop the ability to explore research techniques used for solving any real world or innovate problem.</li><li>● Understand the basics of Business Research.</li><li>● Able to understand and implement stages of Research Process.</li><li>● Understand the Research Methods and Data Collection.</li><li>● Understand the Measurement Concepts, Sampling and Field work.</li><li>● Able to perform Data Analysis and do the Presentation of it.</li></ul>



<b>M.Sc.IT Part-I Sem – I ( 2020-21) Subject: - Soft Computing Techniques</b>	
<b>Dec 2020</b>	<p><b>Unit -I</b> Introduction of soft computing, soft computing vs. hard computing, various types of soft computing techniques, Fuzzy Computing, Neural Computing, Genetic Algorithms, Associative Memory, Adaptive Resonance Theory, Classification, Clustering, Bayesian Networks, Probabilistic reasoning, applications of soft computing.</p> <p><b>Assessment - Internal Examination</b></p>
<b>Jan 2021</b>	<p><b>Unit –II</b> Artificial Neural Network: Fundamental concept, Evolution of Neural Networks, Basic Models, McCulloh-Pitts Neuron, Linear Separability, Hebb Network. Supervised Learning Network: Perceptron Networks, Adaptive Linear Neuron, Multiple Adaptive Linear Neurons, Backpropagation Network, Radial Basis Function, Time Delay Network, Functional Link Networks, Tree Neural Network.</p> <p>Associative Memory Networks: Training algorithm for pattern Association, Autoassociative memory network, hetroassociative memory network, bi-directional associative memory, Hopfield networks, iterative autoassociative memory networks, temporal associative memory networks. <b>Unit –III</b> UnSupervised Learning Networks: Fixed weight competitive nets, Kohonen self-organizing feature maps,</p>
<b>Feb 2021</b>	<p>learning vectors quantization, counter propogation networks, adaptive resonance theory networks. Special Networks: Simulated annealing, Boltzman machine, Gaussian Machine, Cauchy Machine, Probabilistic neural net, cascade correlation network, cognition network, neo-cognition network, cellular neural network, optical neural network Third Generation Neural Networks: Spiking Neural networks, convolutional neural networks, deep learning neural networks, extreme learning machine model. <b>Unit – IV</b> Introduction to Fuzzy Logic, Classical Sets and Fuzzy sets: Classical sets, Fuzzy sets. Classical Relations and Fuzzy Relations: Cartesian Product of relation, classical relation, fuzzy relations, tolerance and equivalence relations, non-iterative fuzzy sets. Membership Function: features of the membership functions, fuzzification, methods of membership value assignments. Defuzzification: Lambda-cuts for fuzzy sets, Lambda-cuts for fuzzy relations, Defuzzification methods. Fuzzy Arithmetic and Fuzzy measures: fuzzy arithmetic, fuzzy measures, measures of fuzziness, fuzzy integrals. <b>Unit –V</b> Fuzzy Rule base and Approximate reasoning: Fuzzy proportion, formation of rules, decomposition of rules, aggregation of fuzzy rules, fuzzy reasoning, fuzzy inference systems, Fuzzy logic control systems, control system design, architecture and operation of FLC system, FLC system models and applications of FLC System.</p> <p><b>Assessment - Internal Examination</b></p>




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<b>Mar 2021</b>	<p>Genetic Algorithm: Biological Background, Traditional optimization and search techniques, genetic algorithm and search space, genetic algorithm vs. traditional algorithms, basic terminologies, simple genetic algorithm, general genetic algorithm, operators in genetic algorithm, stopping condition for genetic algorithm flow, constraints in genetic algorithm, problem solving using genetic algorithm, the schema theorem, classification of genetic algorithm, Holland classifier systems, genetic programming, advantages and limitations and applications of genetic algorithm.</p> <p>Differential Evolution Algorithm, Hybrid soft computing techniques – neuro – fuzzy hybrid, genetic neuro-hybrid systems, genetic fuzzy hybrid and fuzzy genetic hybrid systems.</p>
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**Teacher Sign Coordinator**

<b>Month</b>	<b>M.Sc.IT – Semester 2 Analytics</b>	<b>Subject Name: BigData</b>
<b>MARCH 2021</b>	<p><b>Unit I : (PPT, Videos and Flip Class)</b>            Introduction to Big Data, Characteristics of Data, and Big Data Evolution of Big Data, Definition of Big Data, Challenges with big data, Why Big data? Data Warehouse environment, Traditional Business Intelligence versus Big Data. State of Practice in Analytics, Key roles for New Big Data Ecosystems, Examples of big Data Analytics.</p>	



  
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<p><b>APRIL 2021</b></p>	<p><b>Unit I : (PPT and Videos)</b> Big Data Analytics, Introduction to big data analytics, Classification of Analytics, Challenges of Big Data, Importance of Big Data, Big Data Technologies, Data Science, Responsibilities, Soft state eventual consistency. Data Analytics Life Cycle</p> <p><b>Unit II :(PPT and Videos)</b> Analytical Theory and Methods: Clustering and Associated Algorithms, Association Rules, Apriori Algorithm, Candidate Rules, Applications of Association Rules, Validation and Testing, Diagnostics, Regression, Linear Regression, Logistic Regression, Additional Regression Models.</p> <p><b>Unit III :(PPT and Videos)</b> Analytical Theory and Methods: Classification, Decision Trees, Naïve Bayes, Diagnostics of Classifiers, Additional Classification Methods, Time Series Analysis, Box Jenkins methodology, ARIMA Model, Additional methods. Text Analysis, Steps, Text Analysis Example, Collecting Raw Text, Representing Text, Term Frequency-Inverse Document Frequency (TFIDF), Categorizing Documents by Topics, Determining Sentiments.</p>
<p><b>MAY 2021</b></p>	<p><b>Unit IV : (PPT and Videos)</b> Data Product, Building Data Products at Scale with Hadoop, Data Science Pipeline and Hadoop Ecosystem, Operating System for Big Data, Concepts, Hadoop Architecture, Working with Distributed file system, Working with Distributed Computation, Framework for Python and Hadoop Streaming, Hadoop Streaming, MapReduce with Python, Advanced MapReduce. In-Memory Computing with Spark, Spark Basics, Interactive Spark with PySpark, Writing Spark Applications</p> <p><b>Unit V: (PPT and Videos)</b> Distributed Analysis and Patterns, Computing with Keys, Design Patterns, Last-Mile Analytics, Data Mining and Warehousing, Structured Data Queries with Hive, HBase, Data Ingestion, Importing Relational data with Sqoop, Injesting stream data with flume. Analytics with higher level APIs, Pig, Spark’s higher level APIs.with higher level APIs, Pig, Spark’s higher level APIs.</p>

**Course Outcome for BigData Analytics-MSC.IT Semester 2**

CRITERION I - CURRICULAR ASPECTS



  
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1. Understand the key issues in big data management and its associated applications in intelligent business and scientific computing.
2. Acquire fundamental enabling techniques and scalable algorithms like Hadoop, Map Reduce and NO SQL in big data analytics.
3. Interpret business models and scientific computing paradigms, and apply software tools for big data analytics.
4. Achieve adequate perspectives of big data analytics in various applications like recommender systems, social media applications etc.

<b>M. Sc. (Information Technology)</b>		<b>Semester – III</b>
<b>Course Name: Cloud Management</b>		<b>Course Code: PSIT303c</b>
<b>Month</b>	<b>Topics</b>	
<b>September</b>	<p>What is VMM? What's new in VMM            Get Started Release notes - VMM            Turn telemetry data on/off Deploy a VMM cloud Create a VMM cloud Manage a VMM cloud Deploy a guarded host fabric            Deploy guarded hosts Configure fallback HGS settings Deploy a shielded VHDX and VM template Deploy a shielded VM            Deploy a shielded Linux VM Deploy and manage a software defined network (SDN) infrastructure Deploy an SDN network controller Deploy an SDN SLB Deploy an SDN RAS gateway Deploy SDN using PowerShell            Set up a VM network in SDN            Encrypt VM networks in SDN Allow and block VM traffic with SDN port ACLs            Control SDN virtual network bandwidth with QoS Load balance network traffic            Set up NAT for traffic forwarding in an SDN Route traffic across networks in the SDN infrastructure            Configure SDN guest clusters Update the NC server certificate Set up SDN SLB VIPs Back up and restore the SDN infrastructure            Remove an SDN from VMM Manage SDN resources in the VMM fabric            Deploy and manage Storage Spaces            Direct Set up a hyper-converged Storage Spaces Direct cluster Set up a disaggregated Storage Spaces Direct cluster Manage Storage Spaces Direct clusters Assign storage QoS policies for Clusters How To Plan System requirements – VMM Plan VMM installation Plan a VMM high availability deployment Identify VMM ports and protocols Plan the VMM compute fabric</p>	



	<p>Plan the VMM networking fabric Identify supported storage arrays Upgrade and install Upgrade VMM Install VMM Install the VMM console Enable enhanced console session Deploy VMM for high availability Deploy a highly available VMM management server Deploy a highly available SQL Server database for VMM Deploy a highly available VMM library Set up TLS 1.2 Deploy update rollups Back up and restore VMM Manage the VMM library Library overview Add file based resources to the VMM library</p> <p>Add profiles to the VMM library Add VM templates to the VMM library Add service templates to the VMM library Manage VMM library resources Manage virtualization servers Manage VMM host groups Add existing Hyper-V hosts and clusters to the fabric Add a Nano server as a Hyper-V host or cluster Run a script on host</p> <p>Create a cluster from standalone Hyper-V hosts Provision a Hyper-V host or cluster from bare-metal Create a guest Hyper-V cluster from a service template Set up networking for Hyper-V hosts and clusters Set up storage for Hyper-V hosts and clusters Manage MPIO for Hyper-V hosts and clusters Manage Hyper-V extended port ACLs Manage Hyper-V clusters Update Hyper-V hosts and clusters Run a rolling upgrade of Hyper-V clusters Service Hyper-V hosts for maintenance Manage VMware servers Manage management servers Manage infrastructure servers Manage update servers Manage networking Network fabric overview Set up logical networks Set up logical networks in UR1 Set up VM networks Set up IP address pools Add a network gateway Set up port profiles Set up logical switches Set up MAC address pools Integrate NLB with service templates Set up an IPAM server Manage storage Set up storage fabric Set up storage classifications Add storage devices Allocate storage to host groups Set up a Microsoft iSCSI Target Server Set up a Virtual Fibre Channel Set up file storage Set up Storage Replica in VMM</p>
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	<p>Service Manager What's new in Service Manager Get started Evaluation and activation of Service Manager Service Manager components Supported configurations System requirements - Service Manager Release notes - Service Manager Enable service log on Manage telemetry settings How to Plan Planning for Service Manager Plan for deployment Service Manager editions Recommended deployment topologies Operations Manager considerations Service Manager databases</p>
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<p><b>October</b></p>	<p>Port assignments Prepare for deployment Service Manager performance Plan for performance and scalability Plan for hardware performance Deploy Deploy Service Manager Deployment scenarios Install on a single computer Install on two computers Install on four computers Set up remote SQL Server Reporting Services Use SQL Server AlwaysOn availability groups for failover Create and deploy server images Install on VMs Configure PowerShell Register with the data warehouse to enable reporting Deploy additional management servers Deployment considerations with a disjointed namespace Learn about the new Self Service portal Deploy the Self-Service portal Set up load balancing Back up the encryption key Index non-English knowledge articles Troubleshoot deployment issues Deploy from a command line Move databases Upgrade Upgrade Service Manager Upgrade the self-service portal to Service Manager 2016 Upgrade SQL Server Reporting Services Set up a lab environment for upgrade Prepare the production environment Prepare the lab environment Run an upgrade Complete tasks after upgrade Troubleshoot upgrade issues Administer Use management packs to add functionality Use connectors to import data Import data from Active Directory Domain Services Import data and alerts from Operations Manager Import data from Configuration Manager Import runbooks from Orchestrator Import data from VMM Use a CSV file to import data Optionally disable ECL logging for faster connector synchronization Configuration items Configure incident management Configure service level management Configure workflows Configure change and activity management Configure release management Configure Desired Configuration Management to generate incidents Configure notifications Use the service catalog to offer services Use groups, queues, and lists in Service Manager Use runbooks to automate procedures User interface customization Manage user roles Manage Run As accounts Manage knowledge articles Configure and use Service Manager cmdlets Manage the data warehouse Register source systems to the data warehouse Troubleshoot computer problems with tasks Configure your preference for sharing diagnostic and usage data Operate Search for information Manage incidents and problems Manage changes and activities Manage service requests Manage release records Data warehouse reporting and analytics Use and manage standard reports  What is Configuration Manager? Microsoft Endpoint Configuration Manager FAQ What happened to SCCM? Introduction Find help for Configuration Manager How to use the docs How to use the console Accessibility features Software Center user guide Fundamentals Configuration Manager fundamentals Sites and hierarchies About upgrade, update, and install Manage devices Client management Security Role-based</p>
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	<p>administration Configuration Manager and Windows as a Service Plan and design Get ready for Configuration Manager</p>
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	<p>Product changes Features and capabilities Security and privacy for Configuration Manager Security and privacy overview Plan for security Security best practices and privacy information Privacy statement - Configuration Manager Cmdlet Library Additional privacy information Configure security Cryptographic controls technical reference Enable TLS About enabling TLS Enable TLS on clients Enable TLS on site servers and remote site systems Common issues when enabling TLS 1Migrate data between hierarchies Migration overview Plan for migration Planning for migration Prerequisites for migration Checklists for migration Determine whether to migrate data Planning the source hierarchy</p>
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<p><b>November</b></p>	<p>Planning migration jobs Planning client migration Planning for content deployment Planning to migrate objects Planning to monitor migration Planning to complete migration Configure source hierarchies and source sites Operations for migrating Security and privacy for migration Deploy servers and roles Deploy servers and roles Install infrastructure Get installation media Before you run setup Setup reference Setup downloader Prerequisite checker Prerequisite checks Installing sites Prepare to install sites overview Prepare to install sites Prerequisites for installing sites Use the setup wizard Use a command-line Command-line overview Command-line options Install consoles Upgrade an evaluation install</p> <p>Upgrade to Configuration Manager Scenarios to streamline your installation Configure sites and hierarchies Configure sites and hierarchies overview Add site system roles Add site system roles overview Install site system roles Install cloud based distribution points About the service connection point Configuration options for site system roles Database replicas for management points Site components Publish site data Manage content and content infrastructure Content infrastructure overview Install and configure distribution points Deploy and manage content Monitor content</p> <p>Microsoft Connected Cache Troubleshoot Microsoft Connected Cache Run discovery Discovery methods overview About discovery methods Select discovery methods Configure discovery methods Site boundaries and boundary groups Site boundaries and boundary groups overview Boundaries Boundary groups Procedures for boundary groups High availability High availability options Site server high availability Flowchart - Passive site server setup Flowchart - Promote site server (planned) Flowchart - Promote site server (unplanned) Prepare to use SQL Server Always On Configure SQL Server Always On Use a SQL Server cluster Custom locations for database files Configure role-based administration</p> <p>What's new in Orchestrator Automate with runbooks Get started Install Orchestrator Work with runbooks in the Orchestrator console Example runbook: Creating a runbook to monitor a folder Release notes – Orchestrator Turn on/off telemetry How To Plan</p> <p>Database sizing and performance Feature performance considerations System requirements – Orchestrator Design a runbook Deploy Upgrade Orchestrator Deploy runbooks Configure Orchestrator database connections Migrate Orchestrator between environments Change the Orchestrator database Manage Runbooks</p> <p>Design and build runbooks Create and test a sample runbook Control runbook activities Monitor activities Runbook properties Track runbooks Install TLS Install and enable TLS 1.2 Manage Orchestrator Servers Runbook permissions Back up Orchestrator</p>
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	<p>Bench mark Optimize performance of .Net activities Configure runbook throttling Recover a database Recover web components Add an integration pack View Orchestrator data with PowerPivot Change Orchestrator user groups Common activity properties Computer groups Standard Activities Orchestrator standard activities Alphabetical list of Standard Activities</p>
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<b>December</b>	<p>Ports and protocols of Standard Activities System Run Program Run .NET Script End Process Start/Stop Service Restart System Save Event Log Query WMI Run SSH Command Get SNMP Variable Monitor SNMP Trap Send SNMP Trap Set SNMP Variable Scheduling Monitor Date/Time Check Schedule Monitoring Monitor Event Log Monitor Service Get Service Status Monitor Process Get Process Status Monitor Computer/IP Get Computer/IP Status Monitor Disk Space Get Disk Space Status Monitor Internet Application Get Internet Application Status Monitor WMI File Management Compress File Copy File Create Folder Decompress File Delete File Delete Folder Get File Status Monitor File Monitor Folder Move File Move Folder PGP Decrypt File PGP Encrypt File Print File Rename File Email Send Email Notification Send Event Log Message Send Syslog Message Send Platform Event Utilities Apply XSLT Query XML Map Published Data Compare Values Write Web Pages Read Text Log Write to Database Query Database Monitor Counter Get Counter Value Modify Counter Invoke Web Services Format Date/Time Generate Random Text Map Network Path Disconnect Network Path Get Dial-up Status Connect/Disconnect Dial-up Text File Management Append Line Delete Line Find Text Get Lines Insert Line Read Line Search and Replace Text Runbook Control Invoke Runbook Initialize Data Junction Return Data Orchestrator Integration Toolkit Overview of Orchestrator Integration Toolkit Installation Command Line Activity Wizard Integration Pack Wizard Integration Packs Active Directory Active Directory activities Add Computer To Group Add Group To Group Add User To Group Create Computer Create Group Create User Delete Computer Delete Group Delete User Disable Computer Disable User Enable Computer Enable User Get Computer Get Group Get Organizational Unit Get User Move Computer Move Group Move User Remove Computer From Group Remove Group From Group Remove User From Group Rename Group Rename User Reset User Password Unlock User Update Computer Update Group Update User</p> <p>Data Protection Manager How does DPM work? What can DPM back up? DPM-compatible tape libraries Get Started DPM build versions DPM release notes What's new in DPM What DPM supports How To Plan Your DPM Environment Get ready to deploy DPM servers</p>
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	<p>Prepare your environment for DPM Prepare data storage          Identify compatible tape libraries Identify data sources you want to protect          Install or Upgrade DPM Install DPM          Upgrade your DPM installation Add Modern Backup storage Deduplicate DPM          storage Deploy DPM Deploy the DPM protection agent Deploy protection groups          Configure firewall settings Offline backup Using own disk Protect Workloads          Back up Hyper-V virtual machines Back up Exchange with DPM Back up          SharePoint with DPM Back up SQL Server with DPM Back up client computers          with DPM Back up file data with DPM Backup system state and bare metal          Backup and restore VMware servers Backup and restore VMM servers          Prepare to back up a generic data source Prepare machines in workgroups and          untrusted domains for backup Back up the DPM server Monitor and Manage          Monitor DPM Set up DPM logging Generate DPM reports Use SCOM to          manage and monitor DPM servers Improve replication performance Use central          console to manage DPM servers</p>
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<b>Course: PSIT303c</b>	<b>Cloud Management (Sem III) (Credits: 2, Lectures/Week: 4)</b>
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**CRITERION I - CURRICULAR ASPECTS**



  
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**Objectives:**

Students will learn:

- 1) The fundamental ideas behind Cloud Computing, the evolution of the paradigm, its applicability; benefits, as well as current and future challenges;
- 2) The basic ideas and principles in data center design; cloud management techniques and cloud software deployment considerations;
- 3) Different CPU, memory and I/O virtualization techniques that serve in offering software, computation and storage services on the cloud; Software Defined Networks (SDN) and Software Defined Storage (SDS);
- 4) Cloud storage technologies and relevant distributed file systems, NoSQL databases and object storage;

**Course Outcome:**

The primary learning outcomes of this course are :

- 1) Explain the core concepts of the cloud computing paradigm: how and why this paradigm shift came about, the characteristics, advantages and challenges brought about by the various models and services in cloud computing.
- 2) Apply fundamental concepts in cloud infrastructures to understand the tradeoffs in power, efficiency and cost, and then study how to leverage and manage single and multiple datacenters to build and deploy cloud applications that are resilient, elastic and cost-efficient.
- 3) Discuss system, network and storage virtualization and outline their role in enabling the cloud computing system model.
- 4) Illustrate the fundamental concepts of cloud storage and demonstrate their use in storage systems.
- 5) Analyze various cloud programming models and apply them to solve problems on the cloud.

<b>M. Sc. (Information Technology)</b>	<b>Semester – IV</b>
<b>Course Name: Server Virtualization on VMWare Platform</b>	<b>Course Code: PSIT403c</b>



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Month	Topics
February	<p><b>Introducing VMware vSphere 6.7:</b> Exploring VMware vSphere 6.7, Examining the Products in the vSphere Suite, Examining the Features in VMware vSphere, Licensing VMware vSphere, Why Choose vSphere?</p> <p><b>Planning and Installing VMware ESXi:</b> VMware ESXi Architecture, Understanding the ESXi Hypervisor, Examining the ESXi Components, Planning a VMware vSphere Deployment, Choosing a Server Platform, Determining a Storage Architecture, Integrating with the Network Infrastructure, Deploying VMware ESXi, Installing VMware ESXi Interactively, Performing an Unattended Installation of VMware ESXi, Deploying VMware ESXi with vSphere Auto Deploy, Performing Post-installation Configuration, Reconfiguring the Management Network, Using the vSphere Host Client, Configuring Time Synchronization, Configuring Name Resolution, <b>Installing and Configuring vCenter Server:</b> Introducing vCenter Server, Centralizing User Authentication Using vCenter Single Sign-On, Understanding the Platform Services Controller, Using the vSphere Web Client for Administration, Providing an Extensible Framework, Choosing the Version of vCenter Server, Planning and Designing a vCenter Server Deployment, Sizing Hardware for vCenter Server, Planning for vCenter Server Availability, Running vCenter Server and Its Components as VMs, Installing vCenter Server and Its Components, Installing vCenter Server in an Enhanced Linked Mode Group, Exploring vCenter Server, The vSphere Web Client Home Screen, Using the Navigator, Creating and Managing a vCenter Server Inventory, Understanding Inventory Views and Objects, Creating and Adding Inventory Objects, Exploring vCenter Server’s Management Features, Understanding Basic Host Management, Examining Basic Host Configuration, Using Scheduled Tasks, Using the Events and Events Consoles in vCenter Server, Working with Host Profiles, Tags and Custom Attributes, Managing vCenter Server Settings, General vCenter Server Settings, Licensing, Message of the Day, Advanced Settings, Auto Deploy, vCenter HA, Key Management Servers, Storage Providers, vSphere Web Client Administration, Roles, Licensing, vCenter Solutions Manager, System Configuration, VMware Appliance Management Administration, Summary, Monitor, Access, Networking, Time, Services, Update, Administration, Syslog, Backup.</p> <p>vSphere Update Manager and the vCenter Support Tools: vSphere Update Manager, vSphere Update Manager and the vCenter Server Appliance, Installing the Update Manager Download Service, The vSphere Update Manager Plug-in Contents, Reconfiguring the VUM or UMDS, Installation with the Update Manager Utility, Upgrading VUM from a Previous Version, Configuring vSphere Update Manager, Creating Baselines Routine Updates, Attaching and Detaching Baselines or Baseline Groups, Performing a Scan, Staging Patches, Remediating Hosts, Upgrading VMware Tools, Upgrading Host Extensions, Upgrading Hosts with vSphere Update Manager, Importing an ESXi Image and Creating the Host Upgrade Baseline, Upgrading a Host, Upgrading VM Hardware, Performing an Orchestrated Upgrade, Investigating Alternative Update Options, Using vSphere Update Manager PowerCLI, Upgrading and Patching without</p>



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	<p>vSphere Update Manager, vSphere Auto Deploy, Deploying Hosts with Auto Deploy, vCenter Support Tools, ESXi Dump Collector, Other vCenter Support Tools. <b>Creating and Configuring a vSphere Network:</b> Putting Together a vSphere Network, Working with vSphere Standard Switches,</p>
	<p>Comparing Virtual Switches and Physical Switches, Understanding Ports and Port Groups, Understanding Uplinks, Configuring the Management Network, Configuring VMkernel Networking, Enabling Enhanced Multicast Functions, Configuring TCP/IP Stacks, Configuring Virtual Machine Networking, Configuring VLANs, Configuring NIC Teaming, Using and Configuring Traffic Shaping, Bringing It All Together, Working with vSphere Distributed Switches, <b>TM: Talk, PPTs, Videos</b> <b>Assessment: Viva Voce</b></p>
<p><b>March</b></p>	<p>Creating a vSphere Distributed Switch, Removing an ESXi Host from a Distributed Switch, Removing a Distributed Switch, Managing Distributed Switches, Working with Distributed Port Groups, Managing VMkernel Adapters, Using NetFlow on vSphere Distributed Switches, Enabling Switch Discovery Protocols, Enabling Enhanced Multicast Functions, Setting Up Private VLANs, Configuring LACP, Configuring Virtual Switch Security, Understanding and Using Promiscuous Mode, Allowing MAC Address Changes and Forged Transmits.</p> <p><b>Creating and Configuring Storage Devices:</b> Reviewing the Importance of Storage Design, Examining Shared Storage Fundamentals, Comparing Local Storage with Shared Storage, Defining Common Storage Array Architectures, Explaining RAID, Understanding vSAN, Understanding Midrange and External Enterprise Storage Array Design, Choosing a Storage Protocol, Making Basic Storage Choices, Implementing vSphere Storage Fundamentals, Reviewing Core vSphere Storage Concepts, Understanding Virtual Volumes, SCs vs LUNs, Storage Policies, Virtual Volumes, Working with VMFS Datastores, Working with Raw Device Mappings, Working with NFS Datastores, Working with vSAN, Working with Virtual Machine– Level Storage, Configuration, Leveraging SAN and NAS Best Practices <b>Ensuring High Availability and Business Continuity:</b> Understanding the Layers of High Availability, Clustering VMs, Introducing Network Load Balancing Clustering, Introducing Windows Server Failover Clustering, Implementing vSphere High Availability, Understanding vSphere High Availability Clusters. Understanding vSphere High Availability’s Core Components, Enabling vSphere HA, Configuring vSphere High Availability, Configuring vSphere HA Groups, Rules, Overrides, and Orchestrated VM Restart, Managing vSphere High Availability, Introducing vSphere SMP Fault Tolerance, Using vSphere SMP Fault Tolerance with vSphere High Availability, Examining vSphere Fault Tolerance, Use Cases, Planning for Business Continuity, Providing Data Protection, Recovering from Disasters, Using vSphere Replication. <b>Securing</b></p>



	<p><b>VMware vSphere:</b> Overview of vSphere Security, Securing ESXi Hosts, Working with ESXi Authentication, Controlling Access to ESXi Hosts, Keeping ESXi Hosts Patched, Managing ESXi Host Permissions, Configuring ESXi Host Logging, Securing the ESXi Boot Process, Reviewing Other ESXi Security Recommendations, Securing vCenter Server, Managing vSphere Certificates, Working with Certificate Stores, Getting Started with Certificate Management, Authenticating Users with Single Sign-On, Understanding the vpxuser Account, Managing vCenter Server Permissions, Configuring vCenter Server Appliance Logging, Securing Virtual Machines, Configuring a Key Management Server for VM and VSAN Encryption, Virtual Trusted Platform Module, Configuring Network Security Policies, Keeping VMs Patched.</p> <p><b>Creating and Managing Virtual Machines:</b> Understanding Virtual Machines, Examining Virtual Machines from the Inside, Examining Virtual Machines from the Outside, Creating a Virtual Machine, Choosing Values for Your New Virtual Machine, Sizing Virtual Machines, Naming Virtual Machines, Sizing Virtual Machine Hard Disks, Virtual Machine Graphics, Installing a Guest Operating System, Working with Installation Media, Using the Installation Media, Working in the Virtual Machine Console, Installing VMware Tools, Installing VMware Tools in Windows, Installing VMware Tools in Linux, Managing Virtual Machines, Adding or Registering Existing</p>
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	<p>VMs, Changing VM Power States, Removing VMs, Deleting VMs, Modifying Virtual Machines, Changing Virtual Machine Hardware, Using Virtual Machine Snapshots. <b>TM: Talk, PPTs, Videos</b> <b>Assessment: Quiz</b></p>
<p align="center"><b>April</b></p>	<p><b>Using Templates and vApps:</b> Cloning VMs, Creating a Customization Specification, Cloning a Virtual Machine, Introducing vSphere Instant Cloning, Creating Templates and Deploying Virtual Machines, Cloning a Virtual Machine to a Template, Deploying a Virtual Machine from a Template, Using OVF Templates, Deploying a VM from an OVF Template, Exporting a VM as an OVF Template, Examining OVF Templates, Using Content Libraries, Content Library Data and Storage, Content Library Synchronization, Creating and Publishing a Content Library, Subscribing to a Content Library, Operating Content Libraries, Working with vApps, Creating a vApp, Editing a vApp, Changing a vApp’s Power State, Cloning a vApp, Importing Machines from Other Environments, <b>Managing Resource Allocation:</b> Reviewing Virtual Machine, Resource Allocation, Working with Virtual Machine Memory, Understanding ESXi Advanced Memory Technologies, Controlling Memory Allocation, Managing Virtual Machine CPU Utilization, Default CPU Allocation, Setting CPU Affinity, Using CPU Reservations, Using CPU Limits, Using CPU Shares, Summarizing How Reservations, Limits, and Shares Work with CPUs, Using Resource Pools, Configuring Resource Pools, Understanding Resource Allocation with Resource</p>





	<p>Pools, Regulating Network I/O Utilization, Controlling Storage I/O Utilization, Enabling Storage I/O Control, Configuring Storage Resource Settings for a Virtual Machine, Using Flash Storage.</p> <p><b>Balancing Resource Utilization:</b> Comparing Utilization with Allocation, Exploring vMotion, Examining vMotion Requirements, Performing a vMotion Migration Within a Cluster, Ensuring vMotion Compatibility, Using Per-Virtual-Machine CPU Masking, Using Enhanced vMotion Compatibility, Using Storage vMotion, Combining vMotion with Storage vMotion, Cross-vCenter vMotion, Examining Cross-vCenter vMotion Requirements, Performing a Cross-vCenter Motion, Exploring vSphere Distributed Resource Scheduler, Understanding Manual Automation Behavior, Reviewing Partially Automated Behavior, Examining Fully Automated Behavior, Working with Distributed Resource Scheduler Rules, Working with Storage DRS, Creating and Working with Datastore Clusters, Configuring Storage DRS.</p> <p><b>Monitoring VMware vSphere Performance:</b> Overview of Performance Monitoring, Using Alarms Understanding Alarm Scopes, Creating Alarms, Managing Alarms, Working with Performance Charts, Overview Layout, Advanced Layout, Working with <i>esxtop</i>, Monitoring CPU Usage, Monitoring Memory Usage, Monitoring Network Usage, Monitoring Disk Usage.</p> <p><b>Automating VMware vSphere:</b> Why Use Automation? vSphere Automation Automating with PowerCLI, PowerShell and PowerCLI, What’s New in PowerCLI, Installing and Configuring PowerCLI on Windows, Installing and Configuring PowerCLI on macOS, Installing and Configuring PowerCLI on Linux, Additional PowerCLI Capabilities Getting Started with PowerCLI, Building PowerCLI Scripts, PowerCLI Advanced Capabilities, Additional Resources.</p> <p><b>TM: Talk, PPTs, Videos</b> <b>Assessment: Presentation</b></p>
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<b>Course: PSIT403c</b>	<b>Server Virtualization on VMWare Platform (Sem IV) (Credits: 2, Lectures/Week: 4)</b>
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**Objectives:**

- 1) Learning the principles of virtualization technologies and cloud computing.
- 2) Introduce the concepts how virtual machines, hypervisors, virtual networks and virtual storage work together.
- 3) Emphasizes on how to apply and build cloud infrastructure in practice; • introduce actual approaches in virtual machine management and troubleshooting.

**Course Outcome:**

- 1) Understanding Virtual machines and Implementation of virtual machines
- 2) Understanding virtualization and various ways of using virtualization
- 3) Implementation of private cloud platform using virtualization
- 4) Use virtual machines of public cloud platform

<b>MSCIT PART 2 Sem 4</b>	
<b>SUBJECT: BLOCKCHAIN</b>	
<b>Month</b>	<b>Topics to be Covered</b>
FEBRUARY	<p>Blockchain: Introduction, History, Centralised versus Decentralised systems, Layers of blockchain, Importance of blockchain, Blockchain uses and use cases. Working of Blockchain: Blockchain foundation, Cryptography, Game Theory, Computer Science Engineering, Properties of blockchain solutions, blockchain transactions, distributed consensus mechanisms, Blockchain mechanisms, Scaling blockchain</p> <p>Working of Bitcoin: Money, Bitcoin, Bitcoin blockchain, bitcoin network, bitcoin scripts, Full Nodes and SVPs, Bitcoin wallets.</p> <p><b>[TM: PPT, VIDEO]</b></p> <p><b>Assessment : Discussions, Viva</b></p>




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<p>MARCH</p>	<p>Ethereum: three parts of blockchain, Ether as currency and commodity, Building trustless systems, Smart contracts, Ethereum Virtual Machine, The Mist browser, Wallets as a Computing Metaphor, The Bank Teller Metaphor, Breaking with Banking History, How Encryption Leads to Trust, System Requirements, Using Parity with Geth, Anonymity in Cryptocurrency, Central Bank Network, Virtual Machines, EVM Applications, State Machines, Guts of the EVM Blocks, Mining’s Place in the State Transition Function, Renting Time on the EVM Gas, Working with Gas, Accounts, Transactions, and Messages, Transactions and Messages, Estimating Gas Fees for Operations, Opcodes in the EVM</p> <p>Solidity Programming: Introduction, Global Banking Made Real, Complementary Currency, Programming the EVM, Design Rationale, Importance of Formal Proofs, Automated Proofs, Testing, Formatting Solidity Files, Reading Code, Statements and Expressions in Solidity, Value Types, Global Special Variables, Units, and Functions,</p> <p>Hyperledger: Overview, Fabric, composer, installing hyperledger fabric and composer, deploying, running the network, error troubleshooting. Smart Contracts and Tokens: EVM as Back End, Assets Backed by Anything, Cryptocurrency Is a Measure of Time, Function of Collectibles in Human Systems, Platforms for High Value Digital Collectibles, Tokens</p>
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	<p>as Category of Smart Contract, Creating a Token, Deploying the Contract, Playing with Contracts.  <b>[TM: PPT, VIDEO]</b></p> <p><b>Assessment : Internal Exam</b></p>
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APRIL	<p>Mining Ether: Why? Ether’s Source, Defining Mining, Difficulty, Self-Regulation and the Race for Profit, How Proof of Work Helps Regulate Block Time, DAG and Nonce, Faster Blocks, Stale Blocks, Difficulties, Ancestry of Blocks and Transactions, Ethereum and Bitcoin, Forking, Mining, Geth on Windows, Executing Commands in the EVM via the Geth Console, Launching Geth with Flags, Mining on the Testnet, GPU Mining Rigs, Mining on a Pool with Multiple GPUs.</p> <p>Cryptoeconomics: Introduction, Usefulness of cryptoeconomics, Speed of blocks, Ether Issuance scheme, Common Attack Scenarios.</p> <p>Blockchain Application Development: Decentralized Applications, Blockchain Application Development, Interacting with the Bitcoin Blockchain, Interacting Programmatically with Ethereum—Sending Transactions, Creating a Smart Contract, Executing Smart Contract Functions, Public vs. Private Blockchains, Decentralized Application Architecture, Building an Ethereum DApp: The DApp, Setting Up a Private Ethereum Network, Creating the Smart Contract, Deploying the Smart Contract, Client Application, DApp deployment: Seven Ways to Think About Smart Contracts, Dapp Contract Data Models, EVM back-end and front-end communication, JSON-RPC, Web 3, JavaScript API, Using Meteor with the EVM. Executing Contracts in the Console, Recommendations for Prototyping, Third-Party Deployment Libraries, Creating Private Chains.</p> <p><b>[TM: PPT, VIDEO]</b></p> <p><b>Assessment : Presentations</b></p>
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**Course Outcome**  
**BLOCKCHAIN — [MSC IT Part 2 Sem - 4]**

To provide conceptual understanding of the function of Blockchain as a method of securing distributed ledgers, how consensus on their contents is achieved, and the new applications that they enable. · To cover the technological underpinnings of blockchain operations as distributed data structures and decision-making systems, their functionality and different architecture types.

· To provide a critical evaluation of existing “smart contract” capabilities and platforms, and examine their future directions, opportunities, risks and challenges.



BMM

**FYBAMMC -INTRODUCTION TO ADVERTISING**

<b>Month</b>	<b>Topics</b>
<b>January</b>	<ul style="list-style-type: none"> <li>● Introduction to advertising</li> <li>● Types of advertising</li> <li>● Ethics and Laws in Advertising</li> <li>● Social, Cultural and Economic impact of Advertising</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>● Theories -Stimulus theory, AIDA, Hierarchy ,Means- End Theory</li> <li>● Integrated marketing communication</li> <li>● Print Media and Out-of Home Media</li> <li>● Broadcast Media</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>● Public Relation</li> <li>● Sales Promotion and Direct marketing</li> <li>● Introduction to Creativity</li> <li>● Role of different elements in ads</li> <li>● Elements of copy</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>● Types of advertising agency</li> <li>● Various departments in an agency</li> <li>● Latest trends</li> <li>● <b>Revision</b></li> </ul>
<b>May</b>	<b>EXAMS</b>
<b>Teaching Tools</b>	<b>Group assignments during class, Study Material, PPT, Case Study, Group Discussions</b>
<b>COURSE OUTCOME</b>	<ol style="list-style-type: none"> <li>1. To provide the students with basic understanding of advertising, growth, importance and types.</li> <li>2. To understand an effective advertisement campaigns, tools, models etc.</li> <li>3. To comprehend the role of advertising , various departments, careers and creativity</li> <li>4. To provide students with various advertising trends, and future.</li> </ol>

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**SYBAMMC - MASS MEDIA RESEARCH**

<b>Month</b>	<b>Topics</b>
<b>January</b>	<p>Introduction to media and research -</p> <ul style="list-style-type: none"> <li>● Relevance, Scope of Mass Media Research</li> <li>● Role of research in the media</li> <li>● Steps involved in the Research Process</li> <li>● Qualitative and Quantitative Research</li> <li>● Discovery of research problem, identifying dependent and independent variables, developing hypothesis</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>● Research designs</li> </ul> <p>Concept, types and uses , Research Designs: a) Exploratory b) Descriptive and c) Causal. Data – collection methodology</p> <ul style="list-style-type: none"> <li>● a. Primary Data – Collection Methods b. Secondary Data Collection Methods c. Literature review</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>● d. Designing Questionnaire and measurement techniques a. Types and basics of questionnaire b. Projective techniques c. Attitude measurement scales e. Sampling process f. Data Tabulation and Research report format</li> <li>● Content analysis-Definition and uses b. Quantitative and Qualitative approach</li> <li>● Steps in content analysis d. Devising means of a quantification system e. Limitations of content analysis</li> <li>● Application of research in mass media               <ul style="list-style-type: none"> <li>a. Readership and Circulation survey</li> <li>b. TRP media</li> </ul> </li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>● The Semiotics of the Mass Media</li> <li>● Project presentations</li> <li>● Revision</li> </ul>
<b>May</b>	EXAMS
<b>Teaching Tools</b>	Study Material, PPT, Case Study, Group Discussions
<b>COURSE OUTCOME</b>	<ul style="list-style-type: none"> <li>● To introduce students to debates in Research approaches and equip them with tools to carry on research</li> <li>● To understand the scope and techniques of media research, their utility and limitations</li> </ul>



**TYBMM AD & J - SEM VI -Contemporary Issues**

<b>Month</b>	<b>Topics</b>
<b>January</b>	<ul style="list-style-type: none"> <li>● <b>Ecology and its related concerns:</b>Climate change and Global warming, Deforestation, Costal regulatory Zone, CRZ Act Sustainable development- Movements related to environmental protection</li> <li>● <b>Human Rights-</b> UDHR and its significance CRC and CEDAW DRD</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>● Legislative measures with reference to India</li> <li>● Women:Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013</li> <li>● Child: Protection of Children from sexual offence Act -2012 (POCSO), ChildLabour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.</li> <li>● Education : Right to Education Act 2009</li> <li>● Health : National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>● Political concerns and challenges - Crime and Politics Corruption, RTI Act, Lok Pal Bill . Whistle Blowers- Whistle Blowers protection act 2011.</li> <li>● Anti- State violence- Naxalism and its Impact.</li> <li>● Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue,AFSPA and its impact.</li> <li>● Terrorism- causes, consequences and remedial measures</li> <li>● Economic development and challenges: The Role of MIDC in the economic development of Maharashtra Special Economic Zone : Its role and significance in Maharashtra</li> <li>● Food Security Act 2013 Agrarian issues: rural indebtedness, farmers’ suicides and its implication</li> <li>● Social development and challenges</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>● Tribal Issues :Marginalisation of the Tribals, Forest Rights Act , Land Acquisition Act .</li> <li>● Police reforms: Problems faced by Police and the Need for Reforms</li> <li>● Illegal immigration from Bangladesh : Challenges and impact</li> <li>● Developmental Issues: Displacement and rehabilitation</li> <li>● Revision</li> </ul>
<b>May</b>	<b>EXAMS</b>

<b>Teaching Tools</b>	Classroom Discussion, Case Study, Presentation
<b>COURSE OUTCOME</b>	<p><b>To understand and analyse some of the present day environmental, political, economic and social concerns and issues</b></p> <p><b>To highlight the importance of human rights and its implementation in India.</b></p> <p><b>To understand the present day problems and challenges and its implications on development.</b></p>

### TYBMM- ADVERTISING AND MARKETING RESEARCH

Month	Topics
<b>January</b>	<ul style="list-style-type: none"> <li>● Fundamentals of Research - Concepts, Objectives, Stages</li> <li>● Hypothesis, Research design -Descriptive, Exploratory and Causal.</li> <li>● Sampling-Process, methods</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>● Data collection Types of data and sources- Primary and Secondary data sources 2. Methods of collection of primary data:</li> <li>● Projective Techniques-Association, b. Completion, c. Construction d. Expressive</li> <li>● Report Writing</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>● Advertising Research . Introduction to Advertising Research- copy research, copy testing, Pre testing, Post Testing</li> <li>● Neuroscience in Advertising Research Physiological rating scales</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>● Marketing Research - Product, Brand, Pricing, Packaging</li> <li>● Project presentations</li> <li>● Revision</li> </ul>
<b>May</b>	EXAMS
<b>Teaching Tools</b>	Research Paper writing, real time surveys, Study material. Projects. Group presentations ad projects
<b>COURSE OUTCOME</b>	<p>To inculcate the analytical abilities and research skills among the students.</p> <p>To understand research methodologies – Qualitative vs Quantitative</p> <p>To discuss the foundations of Research and audience analysis that is imperative to successful advertising.</p>





	To understand the scope and techniques of Advertising and Marketing research, and their utility.
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**FYBAMMC -INTRODUCTION TO ADVERTISING**

<b>Month</b>	<b>Topics</b>
<b>January</b>	<ul style="list-style-type: none"> <li>● Introduction to advertising</li> <li>● Types of advertising</li> <li>● Ethics and Laws in Advertising</li> <li>● Social, Cultural and Economic impact of Advertising</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>● Theories -Stimulus theory, AIDA, Hierarchy ,Means- End Theory</li> <li>● Integrated marketing communication</li> <li>● Print Media and Out-of Home Media</li> <li>● Broadcast Media</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>● Public Relation</li> <li>● Sales Promotion and Direct marketing</li> <li>● Introduction to Creativity</li> <li>● Role of different elements in ads</li> <li>● Elements of copy</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>● Types of advertising agency</li> <li>● Various departments in an agency</li> <li>● Latest trends</li> <li>● <b>Revision</b></li> </ul>
<b>May</b>	<b>EXAMS</b>
<b>Teaching Tools</b>	<b>Group assignments during class, Study Material, PPT, Case Study, Group Discussions</b>



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<b>COURSE OUTCOME</b>	<ol style="list-style-type: none"> <li>1. To provide the students with basic understanding of advertising, growth, importance and types.</li> <li>2. To understand an effective advertisement campaigns, tools, models etc.</li> <li>3. To comprehend the role of advertising , various departments, careers and creativity</li> <li>4. To provide students with various advertising trends, and future.</li> </ol>
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**SYBAMMC - MASS MEDIA RESEARCH**

<b>Month</b>	<b>Topics</b>
<b>January</b>	Introduction to media and research - <ul style="list-style-type: none"> <li>● Relevance, Scope of Mass Media Research</li> <li>● Role of research in the media</li> <li>● Steps involved in the Research Process</li> <li>● Qualitative and Quantitative Research</li> <li>● Discovery of research problem, identifying dependent and independent variables, developing hypothesis</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>● Research designs</li> </ul> Concept, types and uses , Research Designs: a) Exploratory b) Descriptive and c) Causal. Data – collection methodology <ul style="list-style-type: none"> <li>● a. Primary Data – Collection Methods b. Secondary Data Collection Methods c. Literature review</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>● d. Designing Questionnaire and measurement techniques a. Types and basics of questionnaire b. Projective techniques c. Attitude measurement scales e. Sampling process f. Data Tabulation and Research report format</li> <li>● Content analysis-Definition and uses b. Quantitative and Qualitative approach</li> <li>● Steps in content analysis d. Devising means of a quantification system e. Limitations of content analysis</li> <li>● Application of research in mass media               <ol style="list-style-type: none"> <li>a. Readership and Circulation survey</li> <li>b. TRP media</li> </ol> </li> </ul>



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<b>April</b>	<ul style="list-style-type: none"> <li>● The Semiotics of the Mass Media</li> <li>● Project presentations</li> <li>● Revision</li> </ul>
<b>May</b>	EXAMS
<b>Teaching Tools</b>	Study Material, PPT, Case Study, Group Discussions
<b>COURSE OUTCOME</b>	<ul style="list-style-type: none"> <li>● To introduce students to debates in Research approaches and equip them with tools to carry on research</li> <li>● To understand the scope and techniques of media research, their utility and limitations</li> </ul>

<b>Month</b>	<b>Topics</b>
<b>January</b>	<ul style="list-style-type: none"> <li>● <b>Ecology and its related concerns:</b>Climate change and Global warming, Deforestation, Costal regulatory Zone, CRZ Act Sustainable development- Movements related to environmental protection</li> <li>● <b>Human Rights-</b> UDHR and its significance CRC and CEDAW DRD</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>● Legislative measures with reference to India</li> <li>● Women:Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013</li> <li>● Child: Protection of Children from sexual offence Act -2012 (POCSO), ChildLabour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.</li> <li>● Education : Right to Education Act 2009</li> <li>● Health : National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>● Political concerns and challenges - Crime and Politics Corruption, RTI Act, Lok Pal Bill . Whistle Blowers- Whistle Blowers protection act 2011.</li> <li>● Anti- State violence- Naxalism and its Impact.</li> <li>● Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue,AFSPA and its impact.</li> <li>● Terrorism- causes, consequences and remedial measures</li> </ul>



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	<ul style="list-style-type: none"> <li>● Economic development and challenges: The Role of MIDC in the economic development of Maharashtra Special Economic Zone : Its role and significance in Maharashtra</li> <li>● Food Security Act 2013 Agrarian issues: rural indebtedness, farmers’ suicides and its implication</li> <li>● Social development and challenges</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>● Tribal Issues :Marginalisation of the Tribals, Forest Rights Act , Land Acquisition Act .</li> <li>● Police reforms: Problems faced by Police and the Need for Reforms</li> <li>● Illegal immigration from Bangladesh : Challenges and impact</li> <li>● Developmental Issues: Displacement and rehabilitation</li> <li>● Revision</li> </ul>
<b>May</b>	<b>EXAMS</b>
<b>Teaching Tools</b>	Classroom Discussion, Case Study, Presentation
<b>COURSE OUTCOME</b>	<p><b>To understand and analyse some of the present day environmental, political, economic and social concerns and issues</b></p> <p><b>To highlight the importance of human rights and its implementation in India.</b></p> <p><b>To understand the present day problems and challenges and its implications on development.</b></p>

**TYBMM- ADVERTISING AND MARKETING RESEARCH**

<b>Month</b>	<b>Topics</b>
<b>January</b>	<ul style="list-style-type: none"> <li>● Fundamentals of Research - Concepts, Objectives, Stages</li> <li>● Hypothesis, Research design -Descriptive, Exploratory and Causal.</li> <li>● Sampling-Process, methods</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>● Data collection Types of data and sources- Primary and Secondary data sources 2. Methods of collection of primary data:</li> <li>● Projective Techniques-Association, b. Completion, c. Construction d. Expressive</li> <li>● Report Writing</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>● Advertising Research . Introduction to Advertising Research- copy research, copy testing, Pre testing, Post Testing</li> <li>● Neuroscience in Advertising Research Physiological rating scales</li> </ul>



**‘BUNTS SANGHA’S  
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<b>April</b>	<ul style="list-style-type: none"> <li>● Marketing Research - Product, Brand, Pricing, Packaging</li> <li>● Project presentations</li> <li>● Revision</li> </ul>
<b>May</b>	EXAMS
<b>Teaching Tools</b>	Research Paper writing, real time surveys, Study material. Projects. Group presentations ad projects
<b>COURSE OUTCOME</b>	<p>To inculcate the analytical abilities and research skills among the students.</p> <p>To understand research methodologies – Qualitative vs Quantitative</p> <p>To discuss the foundations of Research and audience analysis that is imperative to successful advertising.</p> <p>To understand the scope and techniques of Advertising and Marketing research, and their utility.</p>

**EVEN SEM SYLLABUS PLAN 2020-21**

**FYBAMMC -Foundation Course II**

<b>Month</b>	<b>Topics</b>
<b>January</b>	<p><b>Module 1 - Globalisation and Indian Society</b></p> <p>Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: Changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers’ suicides.</p>
<b>February</b>	<p><b>MODULE 2 - Human Rights</b></p> <p>a. Concept of Human Rights; origin and evolution of the concept;</p> <p>b. The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.</p> <p><b>MODULE 3 – Ecology</b></p> <p>a. Importance of Environment Studies in the current developmental context;</p> <p>b. Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life;</p> <p>c. Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment.</p>
<b>March</b>	<p><b>MODULE 4 - Understanding Stress and Conflict</b></p> <p>a. Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual;</p> <p>b. Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society.</p>



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	c. Aggression and violence as the public expression of conflict.
<b>April</b>	<p><b>MODULE 5 - Managing Stress and Conflict in Contemporary Society</b></p> <p>a. Types of conflicts and use of coping mechanisms for managing individual stress;</p> <p>b. Maslow’s theory of self-actualisation;</p> <p>c. Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.</p> <p><b>MODULE 6 - Contemporary Societal Challenges</b></p> <p>a. Increasing urbanization, problems of housing, health and sanitation;</p> <p>b. Changing lifestyles and impact on culture in a globalized world.</p> <p>c. Farmers’ suicides and agrarian distress.</p> <p>d. Debate regarding Genetically Modified Crops.</p> <p>e. Development projects and Human Rights violations.</p> <p>f. Increasing crime/suicides among youth.</p> <p><b>Module 6 will not be assessed for the Semester End Exam.</b></p>
<b>May</b>	<b>Revision</b>
<b>Teaching Tools</b>	<b>Group assignments during class, Study Material, PPT, Case Study, Group Discussions, Videos / documentary screenings</b>
<b>COURSE OUTCOME</b>	<ol style="list-style-type: none"> <li>To introduce students to the overview of the Indian Society.</li> <li>To help them understand the constitution of India.</li> <li>To acquaint them with the socio-political problems of India.</li> </ol>

**FYBAMMC - Intro to Journalism**

<b>Month</b>	<b>Topics</b>
<b>January</b>	<p><b>News and its process</b></p> <p>Definition of News</p> <p>The news process from the event to the reader</p> <p>What makes a good story</p> <p>Anatomy of a news story</p>



**‘BUNTS SANGHA’S  
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<b>February</b>	Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc What makes a great journalist
<b>March</b>	Objectivity, Accuracy, Without fear or favour, Balance, Proximity Difference between a PR and a journalist Criteria for news worthiness Hard News / Soft News and blend of the two News Reports, Features Editorials
<b>April</b>	<b>Covering an event ( flip class)</b> Background research Finding a news angle Capturing the right pictures for a photo feature Writing Headline, captions and lead
<b>May</b>	Revision
<b>Teaching Tools</b>	Study Material, PPT, Case Study, Group Discussions, Newspapers Hardcopy and Online, Videos – Panel discussions, Ted Talks on Journalism industry
<b>COURSE OUTCOME</b>	To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.

**FYBAMMC – Content Writing**

<b>Month</b>	<b>Topics</b>
<b>January</b>	<b>1.Grammar Refresher 2.Vocabulary building 3.Common errors 4. Essentials of good writing 5. Phrases and idioms</b>



**‘BUNTS SANGHA’S  
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<b>February</b>	<b>Editing Skills</b> <b>1. Redundant words</b> <b>2.Editing sentences</b> <b>3.Editing captions</b> <b>4.Editing headlines</b> <b>5.Editing copy</b> <b>Writing Tips and Techniques</b> <b>1.Writing tickers/ scrolls</b> <b>2.Writing social media post</b> <b>3.Writing briefs/snippets</b> <b>4.Caption writing</b> <b>5.Writing headlines</b>
<b>March</b>	<b>PRESENTATION TOOLS AND TECHNIQUES</b> <b>1. Power Point Presentation</b> <b>2. Info graphic</b> <b>3. Three minute presentation</b> <b>4. Google Advance search</b> <b>5. Plagiarism</b>
<b>April</b>	<b>Writing for the Web</b> <b>1. Content is King</b> <b>2. Less is more</b> <b>3.Copy writing</b> <b>4.Realtime content</b> <b>5.Keywords</b>
<b>May</b>	<b>Revision</b>
<b>Teaching Tools</b>	Classroom Discussion, Writing assignments, Class activity, Presentations
<b>COURSE OUTCOME</b>	<b>1. To provide students with tools that would help them communicate effectively.</b> <b>2. Understanding crisp writing as part of Mass Communication</b> <b>3. The ability to draw the essence of situations and develop clarity of thought.</b>

Teacher Signature

Co-ordinator Signature

Principal Signature

**SYBAMMC- Writing & Editing for Media**

<b>Month</b>	<b>Topics</b>
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CRITERION I - CURRICULAR ASPECTS



  
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**‘BUNTS SANGHA’S  
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<b>January</b>	Writing for Print Media  What is News , News Story, Features, Editorial, Magazines, PR, Advertisements
<b>February</b>	Writing for Broadcast Media Radio and Television, Script writing, Storyboard, Interviews, Jockeying
<b>March</b>	Digital Media Writing for the web – News, content, blogging, ads
<b>April</b>	Evaluation of Content Grammar, Spelling, Rewriting copy, Spacing, Ad copy, Online editing
<b>May</b>	Revision
<b>Teaching Tools</b>	Classroom Discussion, Writing assignments, Class activity, Presentations
<b>COURSE OUTCOME</b>	<ol style="list-style-type: none"> <li>1. Provide the ability to understand writing styles that fit various media platforms.</li> <li>2. It would help the learner acquire information gathering skills and techniques.</li> <li>3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital.</li> <li>4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.</li> <li>5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences</li> <li>6. Provide acquire basic proficiency in proof-reading and editing.</li> </ol>

**TYBMM Journalism – Business & Magazine Journalism**

<b>Month</b>	<b>Topics</b>
<b>January</b>	I) Introduction to Business Journalism A general overview of the financial systems in India A) Planning Commission & NITI Aayog, Reserve Bank of India



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	<p>– Role, Functions. A general understanding about, RBI’s involvement in formulation of Monetary Policy, Interest Rate Mechanism and RBI.</p> <p>B) Securities and Exchange Board of India (SEBI) – Role, function and objectives.</p> <p>C) The Banking Sector in India – a brief analytical study.</p> <p>a. Functions of commercial banks</p> <p>b. Use of modern technology in banking sector and its use. Core Banking its advantage, social benefits and use of banking in financial inclusion.</p>
<b>February</b>	<p>c. Government schemes related to banking- JanaDhan Yojana, Pension Plans, Insurance Schemes, Cash Subsidy Transfer via Bank Account.</p> <p>III) Union Budget (The Finance Bill) – Salient features of the latest Union Budget.</p> <p>IV) The Concept of “Subsidies” in the context of the Indian Economy; an introductory study.</p> <p>V) “Foreign Exchange Reserves” in India and a basic study of Fiscal Deficit problem with reference to Indian Economy.</p> <p>VI) Scams in Indian financial system The Satyam saga, The Sahara Scam, Saradha chit fund embezzlement</p> <p>VII) Bombay Stock Exchange, National Stock Exchange, Concept of SENSEX and NIFTY and impact of their volatility. Retail Market – the Indian Scenario The World Bank, The Asian Development Bank, BRICS Development Bank – functions</p>
<b>March</b>	<p>VIII) Business journalism - a brief study of leading business magazines, leading financial dailies in India.</p> <p><b>Section II Magazine Journalism (Niche Journalism)</b></p> <p>I) Introduction to Magazine Journalism. Fundamental point of</p>



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	<p>differences between “Newspaper” and “Magazine”. Special skills required for a person working in magazines.</p> <p>II) Scope for modern age magazines in various segments of journalism in India. Competition of magazines with electronic media. A general analytical study of magazines of different genre:</p> <p>Women’s magazines</p> <p>Travel Magazines</p> <p>General Interest Magazines</p> <p>Health Magazines</p> <p>Technology Magazines</p> <p>Automobile Magazines</p>
<b>April</b>	<p>III) A detailed study of women’s magazines covering specific female related issues and other routine issues.</p> <p>IV) Sports Journalism. A comparative study of coverage of sports events by magazines and audio visuals and press.</p> <p>V) Environmental Journalism and its importance.</p> <p>A very brief study of global warming, ozone depletion, issues related to deforestation.</p> <p>Issue of Western Ghats and its environmental importance. (Students are advised to refer to the various documentaries and special reports on environmental issues by print and electronic media.)</p> <p>VI) Civic issues and their coverage in various modern day alternative media, social networking avenues. (Critical evaluation). Civic issues of the latest year to be considered.</p>
<b>May</b>	<b>Revision</b>



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<b>Teaching Tools</b>	Classroom Discussion, Writing assignments, Class activity, Presentations, News videos, Panel discussions, Financial Newspaper reading and analysis
<b>COURSE OUTCOME</b>	<ul style="list-style-type: none"> <li>● To understand the tools of business journalism and an overview of the economy</li> <li>● To study the magazine sector and its specialisation</li> </ul>

**TYBMM AD – Agency Management**

<b>Month</b>	<b>Topics</b>
<b>January</b>	Advertising Agencies:  Client Servicing  Account Planning
<b>February</b>	Advertising campaign management Ad Film making  Marketing plan of the client  The Response Process
<b>March</b>	Setting up an Agency  Agency Compensation  Growing the Agency
<b>April</b>	Sales Promotion Management
<b>May</b>	<b>Revision</b>
<b>Teaching Tools</b>	Classroom Discussion, Writing assignments, Class activity, Presentations, Ad campaigns, Advertising agencies and their work online review of websites and work done by agencies
<b>COURSE OUTCOME</b>	<p>To acquaint the students with concepts, techniques for developing an effective advertising campaign.</p> <p>To familiarize students with the different aspects of running an ad agency</p> <p>To inculcate competencies to undertake professional work in the field of advertising.</p>



**THIRD YEAR BMM (JOURNALISM)  
Issues of Global Media**

	<b>Modules / units</b>
<b>January</b>	Global media, rise of satellite and internet driven media  Presence of conglomerates; NWICO in a multi polar world and biases in global media coverage Global Monopolies’ regional presence.[redefining local news] Relevance of McBride report in contemporary times
<b>February</b>	. Independent Media’s space . Traditional media’s foray into social media & Micro blogging . Parachute Journalism . Challenges in Reporting in Hostile Environments [Presence of Social Media and redefined roles of war correspondents coverage of natural disaster by global media and regional media . Cultural Bias in global media coverage Case Study in reporting of current issue
<b>March</b>	. Global media Perception of terrorism versus regional media perceptions [freedom fighters/separatists /terrorists, .Global audiences’ changing need .Opening of Indian markets from the 1990s to contemporary times and the regional versus global media perceptions. Overview of media in China, Japan, U.S., India. Overview of media in China, Japan, U.S., India. Case Study in reporting of current issue
<b>April</b>	Profiles of BBC, CNN, Reuters, AFP & .Al Jazeera’s arrival as an alternate voice[ from Gulf War II to Arab Spring and beyond] Case Study in reporting of current issue Revision
<b>Tools used</b>	Internet, You Tube videos, Discussion, news websites

**Course Out come**

1. To assess the importance of the media vis-à-vis the public
2. To understand a variety of analytical perspectives and theories related to mass media
3. To project a fair idea of the role of the media in creating and influencing Public Opinion
4. To analyze the impact of the media and public opinion on socio political issues in and around the world

**FIRST YEAR BAMMC  
INTRODUCTION TO JOURNALISM**

	<b>Modules / units</b>
<b>January</b>	1. Changing face of journalism from Guttenberg to new media

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	2. Journalism in India: Earliest publications The rise of nationalist press Post 1947 The emergency 1975
<b>February</b>	Post Emergency Post liberalization of the economy boom in magazines niche journalism How technology advancement has helped media New media with special reference to rise the Citizen Journalism
<b>March</b>	Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist , lifestyle journalist
<b>April</b>	Background research Finding a news angle Capturing the right pictures for a photo feature Writing Headline, captions and lead
<b>Tools used</b>	Videos, Internet, Live news website, projects in writing, newspaper making

**Course Outcome:** To help media students to acquaint themselves with an influential medium of journalism which holds the key to opinion formation & create awareness

**SECOND YEAR BAMMC  
Media Laws and Ethics**

	<b>Modules / units</b>
<b>January</b>	1. Core values of Refreshing Preamble, unique features of the the Indian Constitution Constitution 3. Freedom of Article 19 (1) (a), Expression Article 19 4. Judicial Hierarchy of the courts 2 Infrastructure Independency of the judiciary Legal terminologies 5. Social Social Responsibility Theory responsibility Emerging Issues in Social Responsibility of the media Theory in today’s era 5. Social Media Threat of Fake News and facts verification Social media decorum

**CRITERION I - CURRICULAR ASPECTS**



  
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<b>February</b>	<p><b>-Regulatory bodies</b></p> <ol style="list-style-type: none"> <li>1. Press Council .of India - Brief history: Statutory status . Structure</li> <li>4. Powers and limitations</li> <li>6. TRAI Role of Telecom Regulatory Authority of India</li> <li>5. IBF 1. Indian Broadcasting Foundation</li> <li>2. Broadcasting Content Complaints Council,</li> <li>3. Broadcasting Audience Research Council</li> <li>4. ASCI 1. Advertising Standard Council of India -. Mission,. Structure</li> <li>4. Consumer Complaint Council</li> <li>5. NBA-. News Broadcasters Association :</li> <li>2. Structure</li> <li>3. Mission</li> <li>4. Role</li> </ol> <p><b>3 Media Laws</b></p> <ol style="list-style-type: none"> <li>1. Copyright and What is copyright, Intellectual Property Rights 02</li> </ol> <p>IPR Exceptions Major Amendments Recent Case studies</p> <ol style="list-style-type: none"> <li>2. Defamation 1. Definition. 02</li> <li>2. Civil, Criminal</li> <li>3. Exceptions</li> <li>4. Recent case studies</li> </ol> <ol style="list-style-type: none"> <li>3. IT Act 1. Information Technology Act 2000 02</li> <li>2. Amendment 2008</li> <li>3. Section 66A</li> <li>4. Section 67</li> <li>5. Case Studies</li> </ol> <ol style="list-style-type: none"> <li>4. Contempt 1. Contempt of Court 02</li> <li>2. Contempt of Parliament</li> <li>5. More acts 1. Drugs and Magic Remedies 02</li> </ol> <p>(Objectionable Advertisements) Act, 2. Emblems and Names ( Prevention of Improper Use) Act</p>
<b>March</b>	<p><b>4 Media Laws</b></p> <ol style="list-style-type: none"> <li>1. Right to Privacy . Evolution Right to Privacy a Fundamental Right</li> <li>3. Morality and 1. Indecent Representation of Women’s 02</li> </ol> <p>Obscenity Act</p> <ol style="list-style-type: none"> <li>2. 19.2, IPC 292 , 293</li> <li>3. Change in perception with time</li> <li>4. Unfair Unfair Trade Practices and the Competition Act 02</li> </ol> <p>Practices 2002</p> <ol style="list-style-type: none"> <li>5. OSA . Official Secrets Act -. Controversies</li> <li>3. Case Studies</li> </ol>



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	<p>4. RTI . Right To Information Act 2005 02-. Brief History 3. Importance and current status</p>
<b>April</b>	<p><b>Media Ethics and Social Responsibility 09</b>            1. Why Ethics What is ethics? And why do we need ethics?            2. Ethical Code of conduct for journalist responsibility 2. Conflict of interest of journalist 3. Misrepresentation            4. Shock Value            3. Fake News Post -truth and challenges of fighting fake news            2. Techniques of fact verification            3. Ethical Violation of ethical norms by advertisers, responsibility of advertisers            5. Case Studies            6. Stereotyping Stereotyping of minorities, women, senior citizens, regions, LGBT</p>
<b>Tools used</b>	Case study discussions, Videos, intrnet

**Course Outcome:** To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

**THIRD YEAR BMM (ADVERTISING)  
Legal Environment & Advertising Ethics**

	<b>Modules / units</b>
<b>Jnuary</b>	<p>Legal Environment: (6)            (i) The importance &amp; the relationship between Self –Regulation, Ethics &amp; the Law            The laws of the land:            - Constitutional Laws – Fundamental Rights            - Personal laws- Criminal &amp; Civil laws            - Corporate laws            - Consumer laws            - Laws pertaining to Media            (iii) Laws of Defamation &amp; Contempt of Court with respect to cases specific to Media            *Module II: Government Policies &amp; Cyber Laws (4)            (i) Government Policies governing advertisements            (ii) The role of Prasar Bharati for advertisements in Public Broadcast Services            (iii) Cyber laws including Section 66; Laws pertaining to advertising in cyber space.            (iv) The Question of Net Neutrality &amp; its relevance in Media</p>





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	(v) Right to Information Act
<b>February</b>	<p>Module III: Laws pertaining to Media: (8)</p> <p>(i) Standard Contract between Advertiser &amp; Agency</p> <p>(ii) Laws :</p> <ul style="list-style-type: none"> <li>- Drugs &amp; Cosmetics Act</li> <li>- Drugs &amp; Magic Remedies ( Objectionable Advertisements) Act</li> <li>- Drugs Price Control Act</li> <li>- Emblems &amp; Names ( Prevention of Improper Use) Act</li> <li>- Indecent Representation of Women’s Act</li> <li>- Intellectual Property Rights-</li> </ul> <p>-Copyright Act</p> <p>- Trademarks Act</p> <p>- Patents Act</p> <p>Module IV: A. Ethics in Advertising (8)</p> <p>(i) What is Ethics? Why do we need Ethics?</p> <p>(ii) The philosophy of Ethics- Absolutist &amp; Situational</p> <p>(iii) Ethics in Advertising &amp;Stereotyping:</p> <ul style="list-style-type: none"> <li>- Religious minorities</li> <li>- Racial minorities</li> <li>- Ethnic groups</li> <li>- Cultural Minorities</li> <li>- Senior Citizens</li> <li>- Children</li> <li>- Women</li> <li>- LGBT</li> </ul> <p>(iv) Advertising of Controversial products</p> <p>(v) Surrogate &amp; Subliminal Advertising</p> <p>13</p> <p>(vi) Political Advertising</p> <p>(vii) Manipulation of Advertising Research</p>



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<p>March</p>	<p>Module V: Unfair Trade Practices &amp; the Competition Act 2002 (5)</p> <p>(i) Unfair Trade Practices &amp; Restrictive Trade Practices to Consumers:</p> <ul style="list-style-type: none"> <li>- False Promises</li> <li>- Incomplete Description</li> <li>- False &amp; Misleading Comparisons</li> <li>- Bait &amp; Switch offers</li> <li>- Visual Distortions</li> <li>- False Testimonials</li> <li>- Partial Disclosures</li> <li>- Small print Clarifications</li> </ul> <p>(ii) Unfair Trade Practices &amp; Restrictive Trade Practices to other organizations in the Industry</p> <p>(iii) The role of the Commission of the Competition Act 2002 in resolving cases of Unfair &amp; Restrictive Trade Practices.</p> <p>Module VI: Consumer Protection: Government initiatives including Standardization, Consumer Laws &amp; Non- Government initiatives (7)</p> <p>(i) Consumerism – The rising need for consumer guidance &amp; awareness</p> <p>(ii) Government Initiatives:</p> <ul style="list-style-type: none"> <li>- Standardization- Meaning, Relevance in today’s Globalized World in Total Quality Management</li> <li>- Standardization Bodies in India- AGMARK, BIS, FSSAI &amp; FPO</li> <li>- International Bodies- ISO, FDA, CMMI, Six Sigma &amp; CE</li> <li>- Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds)</li> </ul> <p>Laws:</p> <p>(i) Essential Commodities Act 1955</p> <p>(ii) Consumer protection Act 1986</p> <p>(iii) Standards of Weights &amp; Measures Act</p> <p>(iv) Standards of Weights &amp; Measures (Packaged Commodities) Act</p> <p>(v) Prevention of Food Adulteration Act 14</p> <p>Other Initiatives:</p> <ul style="list-style-type: none"> <li>- PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops)</li> <li>- Consumer Co-operatives</li> </ul> <p>Non- Government initiatives:</p> <ul style="list-style-type: none"> <li>- CGSI</li> <li>- CFBP</li> <li>- CERC</li> <li>- Grahak Panchayat</li> <li>- Customer care centre</li> </ul>
<p>April</p>	<p>Module VIII: Critique of Advertising (8)</p> <ul style="list-style-type: none"> <li>- A study of Vance Packard- The Hidden Persuaders (1957)</li> <li>- A study of Jean Kilbourne – Can’t buy My love</li> <li>- A study of Naomi Klein – No Logo</li> </ul>



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	- A study of Naomi Woolf- The Beauty Myth - A study of Noam Chomsky- Understanding Power Revision
<b>Tools used</b>	PPTS, Case studies, internet, videos

**Course Outcome:**

1. Acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.
2. To emphasize & reiterate the need to have ethical practices in the field of advertising media both in India & internationally.
3. To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection.
4. Advertising as a profession today & how to protect it the future of advertising
5. The socio - economic criticisms Why Advertising needs to be socially responsible?
6. The need for Critiques in Advertising
7. The syllabus has been redesigned to include advertising in both traditional & New Media.

**FIRST YEAR BAMMC  
Effective Communication Skills II**

	<b>Modules / units</b>
<b>January</b>	<b>Report Writing</b> (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report
<b>February</b>	<b>Organizational writing</b> : (English, Hindi or Marathi) Internal communication , E-mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor. <b>Writing for Publicity materials</b> (English, Hindi or Marathi) Headline, sub-headline, Body copy, Slogan, Jingle, Radio spot
<b>March</b>	<b>Editing:</b> (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words,



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	Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing. <b>Paraphrasing</b> Meaning , how to use paraphrase in communication, Paraphrase in plagiarism , Translation <b>Summarization</b> Summarizing content , the points and sub- points and the logical connection between the points
<b>April</b>	<b>Interpret technical data</b> Read graphs, maps, charts, Write content based on the data provided
<b>Tools used</b>	Projects, Reports writing for department magazine/ script for Studio Awaaz, Newspapers , magazines, internet

**Course Outcome:**

1. To make the students aware of use of language in media and organization.
2. To equip or enhance students with structural and analytical reading, writing and thinking skills.
3. To introduce key concepts of communications.

**Term Plan – First Half 2020-21**

<b>COURSE</b>	<b>FYBAMMC</b>
<b>SEMESTER</b>	<b>I</b>
<b>SUBJECT</b>	<b>FOUNDATION COURSE - I</b>
<b>MONTH</b>	<b>TOPICS TO BE COVERED</b>
SEPTEMBER	Unit 1 Overview of Indian Society (i) Understand the multi-cultural diversity of Indian society through its demographic composition and population distribution (ii) Demographic composition according to religion, caste, and gender; (iii) Appreciate the concept of linguistic diversity in relation to the Indian situation; (iv) Understand regional variations according to rural, urban and tribal characteristics; (v) Understanding the concept of diversity as difference. Unit 2 Concept of Disparity – Part 1 (i) Understand the concept of disparity as arising out of stratification and inequality;
OCTOBER	(ii) Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; (iii) Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.



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	Unit 3 Concept of Disparity – Part 2 (i) Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof
NOVEMBER	(ii) Understand inter-group conflicts arising out of communalism; (iii) Examine the causes and effects of conflicts arising out of regionalism and linguistic differences. Unit 4 The Indian Constitution (i) Philosophy of the Constitution as set out in the Preamble; Basic features of the Constitution. (ii) The structure of the Constitution - The Preamble, Main Body and Schedules (iii) Fundamental Duties of the Indian Citizen; (iv) Tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society;
DECEMBER	Unit 5 Significant Aspects of Political Processes (i) The party system in Indian politics; (ii) Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics (iii) Role and significance of women in politics. Unit 6 – Project Presentations
<b>Teaching Tools</b>	Group assignments during class, Study Material, PPT, Case Study, Group Discussions, Videos / documentary screenings
<b>Course Outcome</b>	<ul style="list-style-type: none"> <li>● To introduce students to the overview of the Indian Society.</li> <li>● To help them understand the constitution of India.</li> <li>● To acquaint them with the socio-political problems of India.</li> </ul>

<b>COURSE</b>	<b>FYBAMMC</b>
<b>SEMESTER</b>	<b>I</b>
<b>SUBJECT</b>	<b>EFFECTIVE COMMUNICATION SKILLS - I</b>
<b>MONTH</b>	<b>TOPICS TO BE COVERED</b>
SEPTEMBER	Module 1 1. - <b>The concept of communication</b> Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication.



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	<p><b>2. Types of Communication</b></p> <p>Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication.</p>
OCTOBER	<p><b>3.Oral communication and media</b> Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion</p> <p><b>4.Listening Skills</b> Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place.</p>
NOVEMBER	<p>Module 2</p> <p><b>1.Types of Reading</b> Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling</p> <p><b>2.Various aspects of Language</b> Recognizing various aspects of language particularly related to media , Vocabulary 100 media words</p> <p><b>3.Grammar &amp; Usage</b> Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc. ( <i>Kindly provide practice session- Test , Quiz etc</i>)</p>
DECEMBER	<p>Module 3</p> <p><b>1.Thinking</b> Types of thinking (rational ,logical, critical , lateral etc ) Errors in thinking ,Partialism, Time scale ,Egocentricity, Prejudices ,Adversary Thinking</p> <p><b>2 .Presentation</b> Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation</p> <p>Module 4</p> <p><b>1.Introduction To Translation</b> Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation</p> <p><b>2.Interpretation</b> Interpretation: Meaning, Difference between interpretation and translation</p>



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	<b>3.Role of a translator</b> Translator and his role in media, Qualities , Importance of Translator, Challenges faced by translator
<b>Teaching Tools</b>	Classroom Discussion, Writing assignments, Class activity, Presentations, Video assignment
<b>Course Outcome</b>	<ul style="list-style-type: none"> <li>● To make the students aware of functional and operational use of language in media.</li> <li>● To equip or enhance students with structural and analytical reading, writing and thinking skills.</li> <li>● To introduce key concepts of communications.</li> </ul>

**Co-ordinator Signature**

**Principal Signature**

<b>COURSE</b>	<b>FY BSCIT</b>
<b>SEMESTER</b>	<b>I</b>
<b>SUBJECT</b>	<b>COMMUNICATION SKILLS</b>
<b>MONTH</b>	<b>TOPICS TO BE COVERED</b>
SEPTEMBER	Unit 1 Understanding Business Communication Nature and Scope of Communication, Non-verbal Communication, Cross-cultural communication, Technology-enabled Business Communication
OCTOBER	Unit 2 Writing Business Messages and Documents: Business writing, Business Correspondence, Instructions Business Reports and Proposals, Career building and Resume writing. Developing Oral Communication Skills for Business: Effective Listening, Business Presentations and Public Speaking, Conversations, Interviews
NOVEMBER	Unit 3 Developing Oral Communication Skills for Business: Meetings and Conferences, Group Discussions and Team Presentations, Team Briefing, Understanding Specific Communication Needs: Communication across Functional Areas
DECEMBER	Unit 4 Understanding Specific Communication Needs: Corporate Communication, Persuasive Strategies in Business Communication, Ethics in Business Communication, Business Communication Aids Unit 5 Presentation Process: Planning the presentations, executing the presentations, Impressing the audience by performing, Planning stage: Brainstorming, mind maps / concept maps, executing stage: chunking theory, creating outlines, Use of templates. Adding graphics to your presentation: Visual communication, Impress



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	stage: use of font, color, layout, Importance of practice and performance.
<b>Teaching Tools</b>	Classroom Discussion, Writing assignments, Class activity, Presentations
<b>Course Outcome</b>	<p>To understand and apply knowledge of human communication and language Skills processes as they occur across various contexts, e.g., interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, technologically mediated communication, etc. from multiple perspectives.</p> <p>Discuss the importance of effective communication in business Differentiate between different methods of communication Discuss the importance of ethical communication and communicate ethically.</p> <p>Demonstrate critical and innovative thinking. Display competence in oral, written, and visual communication.</p> <p>Show an understanding of opportunities in the field of communication. Use current technology related to the communication field.</p> <p>Respond effectively to cultural communication differences. Demonstrate positive group communication exchanges.</p>


**Co-ordinator Signature**

**Principal Signature**

<b>COURSE</b>	<b>TYBMM</b>
<b>SEMESTER</b>	<b>V</b>
<b>SUBJECT</b>	<b>REPORTING</b>
<b>MONTH</b>	<b>TOPICS TO BE COVERED</b>
JULY	<p>1. What is News? Definition of News. News values. Elements of news/news sense. What makes news as news.</p> <p>2. Basic Principles of Reporting ABC of Reporting Accuracy, Balance/Brevity and Clarity. Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other?</p> <p>3. News Gathering A) How do reporters gather news. Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programmes. Incident/On the spot coverage.</p>
AUGUST	B) Sources

**CRITERION I - CURRICULAR ASPECTS**



  
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	<p>Primary &amp; Secondary          Official &amp; Unofficial or Hidden or Confidential.          Off the record sources/ Self Developed sources.          Role of anonymous sources.          New-age technological sources.          How to develop sources.          Reliability and confidentiality of sources.          4) News-writing          How to write a news story          Construct the news. - Intro, Dateline, Credit-line, Body-text.          Inverted Pyramid style as the basic requirement.          Use of news parlance. Use of verbs, adjectives, comment.          5) Follow-up Story</p>
<p align="center">SEPTEMBER</p>	<p>6) Beats System in Reporting - What is beat system, why it is necessary, how does it help, What are requirements of various beats.          The basic beats such as.          Crime, Civic Affairs/Local Administration, Law &amp; Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation),          Infrastructure, Education, Health, Entertainment, Defence.          New upcoming beats :          Community, Women &amp; Child welfare, Technology, Science &amp; Environment, Youth &amp; Career, Consumer.          7) Citizen Journalism          Participation of citizens in breaking news-stories. A new branch.          8) Importance of New Tools in the hands of Reporters.          RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.          The use/misuse of these tools, Authenticity and credibility of these tools.          Significance of pictorial/graphic element and support to your news story or any such extra audio- visual material supporting your story. Can it add value, efforts to get hold of it, Can it have negative impact.</p>
<p align="center">OCTOBER</p>	<p>9) Coverage of Disasters          Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities.          Study these with special in-depth reference to the 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack.          The references of Tsunami, Nepal Earthquake and Uttarakhand floods may also be studied.          10) Investigative Journalism</p>




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	History of Investigative Journalism in the world and India. How to cover an investigative story, Do's and don'ts.
NOVEMBER	The Role of Investigative Reporters in bringing about change in the respective establishments/society or the system. Limitations/Obstacles in covering an investigative story. Role of Whistle Blowers and also news tools. Sting Operations. 11) Ethical Issues in reporting/ Credibility of Reporters. Yellow Journalism and its comparison with other forms. Privileges/Extra powers to Reporters. Myth or Reality? Imminent Dangers or threats in Reporting. 12) Case Studies A) Watergate Scandal B) Tehelka - West End Deal Sting
DECEMBER	C) Bofors Gun scandal D) Nira Radia Case E) 2 G Scam F) Anna Hazare Movements Coverage G) Maharashtra Irrigation Scam
<b>Teaching Tools</b>	Newspaper Reading and scanning of stories and publications, News writing exercises, Case studies and important contemporary stories, writing reports and features
<b>Course Outcome</b>	-To enable students to become Reporters, which is supposed to be a prerequisite while entering into the field of Journalism. To make them understand the basic ethos of the news and news-gathering. -To prepare them to write or present the copy in the format of news. -To develop a nose for news. -To train them to acquire the skills of news-gathering with traditional as well as modern tools. -To inculcate the skills for investigative journalism. -To make them understand the basic structure/ essential knowledge for various beats. -To make them responsible reporters and the face of the media.

<b>COURSE</b>	<b>TYBMM</b>
<b>SEMESTER</b>	<b>V</b>
<b>SUBJECT</b>	<b>INDIAN REGIONAL JOURNALISM</b>
<b>MONTH</b>	<b>TOPICS TO BE COVERED</b>
JULY	Marathi Press

CRITERION I - CURRICULAR ASPECTS



  
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	<input type="checkbox"/> Role during the freedom movement <input type="checkbox"/> Role in social reforms and shaping cultural identity <input type="checkbox"/> Contribution of Kesari <input type="checkbox"/> Evolution post 1947 <input type="checkbox"/> Role in the Samyukta Maharashtra Movement <input type="checkbox"/> Marathi media today (overview) <input type="checkbox"/> Sakal. Samna and Lokmat
AUGUST	Urdu <input type="checkbox"/> Birth and growth pre 1947 <input type="checkbox"/> Contribution of Al Hilal <input type="checkbox"/> Role in freedom movement Press <input type="checkbox"/> Role in social reforms and establishing cultural identity <input type="checkbox"/> Urdu press today
SEPTEMBER	Malayalam Press <input type="checkbox"/> Birth and earliest publications <input type="checkbox"/> Role during freedom struggle and social awakening <input type="checkbox"/> Malayalam Manorama and Mathrubhumi <input type="checkbox"/> Malayalam media today(overview)
OCTOBER	Telugu <input type="checkbox"/> Evolution & Development <input type="checkbox"/> Eenadu Tamil <input type="checkbox"/> Evolution & Development <input type="checkbox"/> Tamil media today (overview)
NOVEMBER	Profile of the following legends <input type="checkbox"/> Raja Rammohan Roy <input type="checkbox"/> Bal GangadharTilak <input type="checkbox"/> KP Kesava Menon
DECEMBER	<input type="checkbox"/> K.C MammamMapallai <input type="checkbox"/> Maulana Abdul Kalam Azad <input type="checkbox"/> Govind Talwalkar <input type="checkbox"/> S. Sadanand
<b>Teaching Tools</b>	Newspaper Reading and scanning of stories and publications, Analysis of regional publications, videos related to history of newspapers in India and TV news media and media houses, Talks by senior media journalists and news media owners.
<b>Course Outcome</b>	<ul style="list-style-type: none"> <li>● Study of the history and role of Indian press other than in English.</li> <li>● Understand the contribution and role of certain publications and stalwarts</li> <li>● Study of the regional press and television of today</li> </ul>

**Semester/Term Syllabus Planning  
THIRD YEAR BMM JOURNALISM  
JOURNALISM & PUBLIC OPINION**

	<b>Modules / units</b>
<b>June</b>	1. Defining Public Opinion. Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion, diversities and biases within the media.
<b>July</b>	2. Media theories and their understanding of Public Opinion Walter Lippman - Modern Media and Technocracy Paul Lazarsfeld – Research, Two Step Flow of Information Noam Chomsky – Manufacturing Consent, Selective Perception, Propaganda Model Agenda Setting Vs Uses and Gratifications
<b>August</b>	3. Media and Political Opinion: Coverage of Political Parties, Personalities and General Elections by national and international media; media biases Use of Media for election campaigns; Democrats in U.S.A.; BJP in India  4. Media shaping opinion with respect to government’s policies (reference to India): Nuclear policy; Economic policy; Current Foreign Policy  4. Media shaping opinion with respect to government’s policies (reference to India): Nuclear policy; Economic policy; Current Foreign Policy .
<b>September</b>	5. Role of Media in shaping public opinion during conflicts Vietnam War; Bangladesh Crisis 1971; Kargil conflict; Gaza Crisis 2008-09; 2014  6. How Public Opinion can translate into Public participation: Arab Spring - Tunisia; Libya; Egypt; Syria- role of social media
<b>October</b>	7. War on international terrorism – media coverage Islamic State (IS); Al-Qaeda; Taliban



**‘BUNTS SANGHA’S  
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	8. Internal Conflicts and Media coverage: Post Kargil insurgency National media vis-à-vis regional media in India’s North East – Manipur, Nagaland Bodo conflict
<b>November</b>	9. Portrayal of Women’s issues in media – gender violence, rape, sexual assault, domestic violence; - Nirbhaya case, Shakti Mills, Mathura rape case & other contemporary cases  10. Media Coverage of Marginalised sections of Society : Perspective from Above’ [ignoring the marginalised] Dalits; Tribals; reservation; displacement, Forest Rights Act.
<b>December</b>	Revision
<b>Teaching Tools</b>	Class discussions, presentations, Internet for live viewing of news portals, e-newspaper, projects
<b>Course Outcome</b>	<ol style="list-style-type: none"> <li>1. To assess the importance of the media with relation to the the public</li> <li>2. To project a fair idea of the role of the media in creating and influencing Public Opinion</li> <li>3. To analyze the impact of the media and public opinion on socio political issues</li> </ol>

Teacher’s signature  
Signature

Co ordinator


Principal’s

**Semester/Term Syllabus Planning  
SECOND YEAR BAMMC  
MEDIA STUDIES**

	<b>Modules / units</b>
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CRITERION I - CURRICULAR ASPECTS



  
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<b>June</b>	<b>Module 1 INTRODUCTION-CONCEPTS-</b> Media Studies Interdisciplinary studies Media Literacy Media ownership Fake news Social media Culture and media
<b>July</b>	<b>INTRODUCTION-CONCEPTS-</b> Media Studies Interdisciplinary studies Media Literacy Media ownership Fake news Social media Culture and media
<b>August</b>	<b>Eras, Relevance, Connection to Culture , Literature</b> Era of Mass Society and culture – till 1965 Gemeinschaft & Gesellschaft
<b>September</b>	Normative theories-Social Responsibility Theory Development media theory <b>Propaganda &amp; Propaganda Theory-</b> Origin and meaning of Propaganda Hypodermic Needle/Magic bullet Harold Lasswell Walter Lippmann Chomsky’s response to Lippmann and the Propaganda Model
<b>October</b>	Harold Lasswell Walter Lippmann Chomsky’s response to Lippmann and the Propaganda Model <b>Module 3- Scientific Perspectives to Limited Perspectives</b> Paul Lazarsfeld-Two step flow, Carl Hovland and Attitude Change theory
<b>November</b>	<b>Cultural Perspectives</b> Toronto school (McLuhan) Schools- Birmingham(Stuart Hall) Frankfurt- Theodor Adorno & Max Horkheimer Marxism to Neo Marxism Raymond Williams- Technological Determinism Harold Innis- Bias of Communication <b>Media Effects</b> Media effects and behavior Media effect theories: Agenda Setting Theory Cultivation Theory



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<b>December</b>	<p><b>Cultural Perspectives</b></p> <p><b>Media &amp; Identity-</b> Feminism /Racism/ethnicity etc Caste/class/tribal/queer representations( India examples ) <b>Argument against media effect theories,</b> Politics and Media studies-media bias, media decency, media consolidation. <b>Meaning Making Perspectives</b> <b>New media</b> Henry Jenkins-Participatory culture Internet as Public sphere-Habermas to Twitter McLuhan ‘s concept of Global village in the age of Netflix Uses and Gratification in the age of Internet</p>
<b>Teaching Tools</b>	Presentations, Videos, Class discussions and presentations. Quiz(pre test)classroom
<b>Course Outcome</b>	<ol style="list-style-type: none"> <li>1. To provide an understanding of media theories</li> <li>2. To understand the relationship of media with culture and society</li> <li>3. To understand Media Studies in the context of trends in Global Media</li> </ol>

**Semester/Term Syllabus Planning  
FIRST YEAR BAMMC  
Fundamentals of Mass Communication**

	<b>Modules / units</b>
<b>September</b>	<p><b>I Introduction and overview</b></p> <ol style="list-style-type: none"> <li>1. Meaning and importance of Mass Communication</li> <li>2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital</li> <li>3. Communication etc.</li> </ol>
<b>October</b>	<p><b>Models of Communication:</b> Gerber’s Model, Sociological Model, Gatekeeping Model, Sadharanikaran From oral to written communication (kirtan, Davandi, Powada, Nagara) From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape</p>
<b>November</b>	<p><b>Major forms of Mass media</b></p> <ol style="list-style-type: none"> <li>1. Traditional &amp; Folk Media:</li> <li>2. Print: Books, Newspapers, Magazines</li> <li>3. Broadcast: Television, Radio</li> <li>4. Films</li> <li>5. Internet</li> </ol>



**‘BUNTS SANGHA’S  
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<b>December</b>	<p><b>Impact of Mass media</b></p> <p><b>A. I. Social Impact</b> (With social reformers <b>who</b> have successfully used mass communication)</p> <p><b>II. Political Impact</b> (With political leaders who have successfully used mass communication)</p> <p><b>III Economic Impact</b> (With how economic changes were brought about by mass communication)</p> <p><b>IV. Developmental Impact</b> (With how the government has successfully used mass communication)</p> <p><b>B. Impact of mass media on</b> -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.</p> <p><b>The New Media and media convergence</b></p> <ol style="list-style-type: none"> <li>1. Elements and features of new media, Technologies used in new media,</li> <li>2. Major challenges to new media Acquisition-personal, social and national, Future prospects.</li> </ol>
<b>Teaching Tools</b>	Videos, internet, PPTs, class discussions, projects
<b>Course Outcome</b>	<ul style="list-style-type: none"> <li>● To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.</li> <li>● To study the evolution of Mass Media as an important social institution.</li> <li>● To understand the development of Mass Communication models.</li> <li>● To develop a critical understanding of Mass Media.</li> <li>● To understand the concept of New Media and Media Convergence and its implications.</li> </ul>

**Semester/Term Syllabus Planning**

BA in Multimedia and Mass Communication (BAMMC)

**History of Media**

	<b>Modules / units</b>
<b>September</b>	<p><b>I EVOLUTION OF PRESS IN INDIA</b></p> <p>a. Newspaper – the rise of the voice of India during British rule</p> <p>b. India’s Freedom Struggle and Role of Media</p> <p>c. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India</p> <p>d. Press during the Emergency Period</p>
<b>October</b>	<p><b>II HISTORY OF INDIAN LANGUAGE PRESS IN INDIA</b></p> <p><b>a.</b> Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers)</p> <p><b>b.</b> Regional Press and its popularity of Indian regional languages in various regions</p>





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<b>November</b>	<p>c. Vernacular Press Act 1876</p> <p><b>III HISTORY OF DOCUMENTARIES AND FILMS</b></p> <p>a. Genesis of documentaries and short films, (screening of few documentaries is essential- like <i>Hindustan Hamara, Zalzala, The Vanishing Tribe</i>) Role of Documentarians - P V Pathy, D G Tendulkar, H S Hirlekar, Paul Zils and Fali Billimoria, Anand Patwardhan,</p> <p>b. Evolution of film making in India -brief history, Photography to moving films</p> <p>c. Origin of Hindi cinema</p> <p>d. Origin of Short films to what it is today, role of you tube and WhatsApp</p> <p>e. Great masters of world cinema</p>
<b>December</b>	<p><b>IV HISTORY OF RADIO AND TELEVISION IN INDIA</b></p> <p>a. Radio &amp; Television as Mass Media</p> <p>b. Radio and Television Broadcasting</p> <p>c. The beginning of Radio and Television Shows</p> <p><input type="checkbox"/> A New Era in Broadcasting in India</p> <p><input type="checkbox"/> Satellite Television &amp; Privatization in Broadcasting</p> <p><input type="checkbox"/> Advertising in India</p> <p>d. Internet Protocol Television</p> <p><b>V ROLE OF MEDIA ICONS IN THE HISTORY OF INDIAN MEDIA</b></p> <p>1. Raja Rammohan Roy</p> <p>2. Bal Gangadhar Tilak</p> <p>3. M.K.Gandhi</p> <p>4. B.R. Ambedkar</p> <p>5. KP Kesava Menon</p> <p>6. K.C Mammen Mapillai</p> <p>7. Maulana Abdul Kalam Azad</p>
<b>Teaching Tools</b>	PPTs, Videos[using internet]Projects/ assignments, projects, Group interactions discussions,. Screening of short Films and Documentaries
<b>Course Outcome</b>	<p>1. Learner will be able to understand Media history through key events in the cultural history</p> <p>2. To enable the learner to understand the major developments in media history.</p> <p>3. To understand the history and role of professionals in shaping communications.</p> <p>4. To understand the values that shaped and continues to influence Indian mass media.</p> <p>5. Learner will develop the ability to think and analyze about media.</p> <p>6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media</p>



**Semester/Term Syllabus Planning  
THIRD YEAR BMM (ADVERTISING)  
Advertising in Contemporary Society**

	<b>Modules / units</b>
<b>June</b>	<b>Module 1</b> 1. Policy Post Independence 2. Policy 1990 onwards
<b>July</b>	<b>Module II</b> Effects of Liberalization on: 1.Economy 2. Business 3.Employment
<b>August</b>	4. Advertising 5. Lifestyle <b>Module III:</b> International and Global Advertising and Marketing: Culture and Advertising
<b>September</b>	<b>Module III:</b> International and Global Advertising and Marketing:  Culture and Advertising
<b>October</b>	<b>Module IV</b> Social Marketing 1. Definition 2. Need for social marketing 3. Difficulties 4. Various subjects for Social Marketing Effects of Social Marketing
<b>November</b>	<b>Module V</b> <b>Advertising</b> 1. Effect of Advtng. On Society 2. Criticism 3. Advertising & women 4. Advertising & Children 5. Controversial advertising 6. Gender Bias 7. Social implication 8. Role of advertising on the economy Advertising & old people <b>Module VI</b> <b>Types of Advertising</b> 1. Political 2. B to B



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	<ol style="list-style-type: none"> <li>3. Consumer Advtng.</li> <li>4. Retail advtng.</li> <li>5. Industrial advtng.</li> <li>6. Financial advtng.</li> </ol>
<b>December</b>	<b>Module VII</b> Digital Marketing Revision
<b>Teaching Tools</b>	<ol style="list-style-type: none"> <li>1. Presentations</li> <li>2. Viewing of advertisements</li> <li>3. Class projects of creating advertisements</li> <li>4. Discussions</li> </ol>
<b>Course Outcome</b>	<ol style="list-style-type: none"> <li>1. To understand the environment in Contemporary Society</li> <li>2. To understand Liberalisation and its impact on the economy</li> <li>3. To study contemporary advertising and society</li> </ol>

**THIRD YEAR BMM JOURNALISM  
Indian Regional Journalism**

	<b>Modules / units</b>
<b>June</b>	. Regional press during the British Raj: an overview
<b>July</b>	Bengali Journalism <ol style="list-style-type: none"> <li>1. Earliest publications</li> <li>2. Role in social reforms and renaissance</li> <li>3. Role during the freedom movement</li> </ol>
<b>August</b>	<ol style="list-style-type: none"> <li>4. Amrit Bazar Patrika, Anand Bazar Patrika</li> <li>5. Bengali Media today (overview)</li> </ol>
<b>September</b>	Hindi Press <ol style="list-style-type: none"> <li>1. Birth and earliest publications</li> <li>2. Role during the freedom movement</li> </ol>
<b>October</b>	<ol style="list-style-type: none"> <li>3. Role in social reforms</li> <li>4. Evolution post-1947</li> <li>5. Hindi media today (overview)</li> </ol>



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<b>November</b>	<p>9. Comparison of English and regionalism journalism. Difference in Impact Reporting Editorial policy Reach</p> <p>10. Regional television channels Growth Content</p>
<b>December</b>	<p>11. Regional television channels Ownership Political patronage</p> <p>12. Increasing ownership and dominance of families with political connections over regional newspapers.</p>
<b>Teaching Tools</b>	Internet, videos, discussion
<b>Course Outcome</b>	<p>1. Study of the history and role of Indian press other than in English.</p> <p>2. Understand the contribution and role of certain publications and stalwarts</p> <p>3. Study of the regional press and television of today</p>

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