

## **PROGRAMME OUTCOMES**

Upon completion of the programme, the student shall

1. Know the primary functions of the business and key business terms which shall offer conceptual clarity of the programme chosen for higher studies.
2. Learn the entire process of setting up of a business unit as well as managing the business activity, covering strategic aspects of business management such as accountancy, economics, environment, documentation and record
3. Be able to enhance both soft and hard skills in order to meet the challenges of the vocation
4. Get an opportunity to study multidimensional aspects of business and commerce including advertising, business communication, costing, marketing research etc which impact the organic growth of business
5. Be able to identify and choose appropriate field for personal career growth at the end of six semesters
6. Be sufficiently equipped with the knowledge of contemporary trends in business and commerce in 21st century

## **PROGRAMME SPECIFIC OUTCOMES**

1. The students will be able to understand the basic concepts of Final Accounts of Manufacturing Concern, Partnership Firms, Limited Liability Partnership and Private Limited Companies.
2. The students will be able to understand the concepts of Departmental Accounting, Hire Purchase Accounting, Consignment Accounting, Branch Accounting, Single Entry, Fire Insurance Claim, Piecemeal Distribution of Cash, Amalgamation of Firms, Conversion of Partnership Firms into Limited Company, Redemption of Preference Shares and Debentures, Treatment of Profit Prior to Incorporation, Personal Investment Accounting, Accounting of transactions involving Foreign currency, statement of underwriters liability.
3. The students will be able to Understand the basics of Auditing
4. The students will be able to understand the basics of Management Accounting including Financial Statement Analysis, Ratio Analysis, Pricing, Budgetary Control, Cost Allocation and performance evaluation.
5. The students will be able to understand the basic concepts related to Companies, its Final Accounts, Internal Reconstruction, Buy back of Shares, Amalgamation, Absorption and External Reconstruction and liquidation of company.

6. The students will be able to understand the basic concepts of Cost accounting including Material, Labour and Overhead Costing.
7. The students will be able to Understand cost recording systems and different types of costing viz. Contract costing, process costing, standard costing and marginal costing,
8. The students will be able to Understand the basic concepts of Income Tax and Goods and Service Tax

## **COURSE OUTCOMES**

### **F.Y.B.Com.**

#### **SEMESTER I**

<b>Accountancy &amp; Financial Management-I</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
1: Accounting standards issued by ICAI and Inventory valuation 1. AS – 1: Disclosure of Accounting Policies 2. AS–2: Valuation of Inventories (Stock) 3. AS – 9: Revenue Recognition 4. Inventories  2: Final Accounts 1. Capital and Revenue: Expenditure and Receipts 2. Final accounts of Manufacturing concerns  3: Departmental	1.To introduce Indian Accounting viz; AS-1, AS-2 and AS-9 and to acquaint with methods of inventory valuation viz; FIFO and Weighted Average Method.  2. To understand the classification of capital and revenue – expenditure and receipts.  3. To introduce with Final Accounts of Manufacturing Concern  4. To introduce with	1. Students will get an insight into the AS-1, 2 and 9. Students will be able to solve practical problems on inventory valuation by FIFO and Weighted Average Method.  2. Students will be able to recognize capital and revenue – expenditure and receipts. Students will be able to solve practical problems regarding Final Accounts of Manufacturing Concern,  3. Students will be able to

Accounts 1. Departmental Accounts  4: Accounting for Hire Purchase 1. Accounting for Hire Purchase	Departmental Accounting  5. To understand Hire Purchase Accounting and its application in business.	solve practical problems regarding Departmental Accounting  4. Students will be able to solve practical problems regarding Hire Purchase Accounting.
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### Commerce-I

SYLLABUS	OBJECTIVES	OUTCOME
1. Business: Features, scope, objectives, new trends.  2. Business Environment: Components, interface, Trading blocs, WTO  3. Project Planning: Steps in setting up a business, Legal provisions and documents, project report, feasibility study  4. Entrepreneurship: Intra and entrepreneur, Types, competences, Institutions for development, Women entrepreneurship	1. To Learn the scope of Business  2. To gain knowledge of Business planning process  3. To Learn about problems and promotion of women entrepreneurship  4. To be aware of importance of Service sector in current times	Upon completion, the student shall 1. Learn the scope of business and impact of internal and external environment on business  2. Gain knowledge of Business planning process and aspects of feasibility and project report 3. Learn about problems and promotion of women entrepreneurship and get encouraged from study of entrepreneurship competencies and discover about Entrepreneur concept.  4. Be aware of importance of Service Sector with special focus on the retail sector, Business Process Outsourcing, net banking and E-commerce

### Business Economics-I

SYLLABUS	OBJECTIVES	OUTCOME
1. Scope and importance of Business Economics  2. Demand analysis  3. Supply and production	1. By the end of this module, student should be able to understand the scope of Business Economics, have a good grip on concepts like opportunity cost, marginal	1. Students are introduced to basic tools for economic analysis and know how they operate in case of an individual economic unit

<p>Decisions</p> <p>4. Cost concepts</p>	<p>analysis, basic economic relations, and equilibrium price in the market</p> <p>2. Students should be able to understand Demand function, nature of demand curve under different markets, meaning, significance, types and measurement of elasticity of demand and relationship between elasticity of demand and revenue concepts.</p> <p>3. Students learn about Production function, short Law of variable proportions, Isoquants, least cost combination of inputs, Laws of returns to scale, expansion path, Economies and diseconomies of scale and economies of scope.</p> <p>4. Students study Cost concepts, cost output relationship in the short run and long run, Learning curve and Breakeven analysis.</p>	<p>2. Students are able to calculate, based on data, the impact of pricing decisions of individual firms on revenue and profit.</p> <p>3. Students are able to appreciate the impact various output scale and input combination decisions made by the individual firms.</p> <p>4. Students are able to understand the relationship between cost and output, recognize the economic impact of learning in the long run and calculate the break-even out level for individual firms</p>
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**Business Communication-I**

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1) Theory of Communication</p> <p>a) Concept of communication</p> <p>b) Impact of technology enabled communication</p> <p>c) Communication at work place</p> <p>d) Business ethics</p> <p>e) Barriers to communication</p>	<p>1. To develop awareness of the complexity of the communication process</p> <p>2. To develop effective listening skills in students so as to enable them to comprehend instructions and to become a critical listener.</p>	<p>After successful completion of the course the learner should be able to enhance his Listening, Speaking, Reading and Writing skills to meet the challenges of the world.</p>

<p>f) Listening</p> <p>2) Business Correspondence a) Theory of Business Letter Writing b) Personnel correspondence</p> <p>3) Language &amp; Writing Skills a) Commercial terms used in business communication b) Paragraph writing c) Tutorial activities</p>	<p>3. To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups.</p> <p>4. To develop effective writing skills so as to enable students to write in clear, concise, persuasive and audience centric manner.</p> <p>5. To demonstrate effective use of communication technology.</p>	
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**Environmental Studies-I**

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>Unit - I Environment and Ecosystem</p> <p>Unit – II Natural Resources and Sustainable Development</p> <p>Unit - III Population and Emerging Issues of Development</p> <p>Unit-IV Urbanization And Environment Reading of Thematic Maps and Map Filling</p>	<p>1. To develop an in-depth understanding about the components of environment and functions of an Environment</p> <p>2. To know different natural resources, utilization, degradation and their conservation.</p> <p>3. To understand the concept of sustainable development.</p> <p>4. To understand the relationship of man with environment</p> <p>5. To provide knowledge about present and past population trends and issues.</p> <p>6. To help the learner understand how population explosion is changing the environment.</p>	<p>1. It will help to understand the complexities of our natural environment and relations between different components of environment.</p> <p>2. Understands the seriousness behind conservation of resources and concepts related to sustainable development vis-à- vis improvement of quality of life.</p> <p>3. Learners develops responsible environmental behavior and informed decision making and bring in changes in the attitude towards environment.</p> <p>4. Students will understand the migration pattern of population in the world and its implications to students will become aware about the various efforts taken</p>

	<p>7. To know about urbanization as a shift of human population with reasons.</p> <p>8. To know the consequences of urbanization on nature, society, and economic life.</p> <p>9. To know environmentally significant features and places on world map</p> <p>10. To provide knowledge for interpretation of the data given on map with the help of various cartographic technique.</p>	<p>5. worldwide to solve the problems related to urbanization.</p> <p>6. Students will be able to do investigative studies on various environmental issues related to geographical location of the place.</p>
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### Mathematical and Statistical Techniques-I

SYLLABUS	OBJECTIVES	OUTCOME
<p>Unit 1 Shares and Mutual Funds</p> <p>Unit 2: Permutation and combination and Linear programming problem</p> <p>Unit 3: Summarization Measures: a. Measures of Central Tendencies: b. Measures of Dispersions</p> <p>Unit 4: Elementary Probability Theory</p>	<p>1. To study and to calculate gain and gain % for the investment in Shares or mutual fund,</p> <p>2. To calculate NAV for SIP</p> <p>3. To learn addition and multiplicative principle of counting, Permutation and combination</p> <p>4. To find graphical solution of LPP</p> <p>5. To study measures of central tendencies like Mean, Mode, Median, Quartile, decile, percentile and effect of deviations from these tendencies</p> <p>6. To study concept of</p>	<p>1. Students will be able to understand concept of Shares and Mutual fund, able to determine profit, rate of interest etc. for the investment.</p> <p>2. Students will be able to apply counting principles Like combination and permutation in various problems</p> <p>3. Students will know how to determine optimal solution graphically</p> <p>4. Students will be able to apply mean, mode, median, standard deviation etc. in different areas of commerce accounts and economics</p>

	<p>probability, it's application and distribution</p> <p>7. To study various criteria for taking decisions under different states of Nature: like a) decision under risk</p> <p>8. and b) decision under uncertainty</p>	<p>5. Students will be able to calculate probability of basic real life problems</p> <p>6. Students will be able to take optimal decision using Decision theory or linear programming</p>
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### Foundation Course-I

SYLLABUS	OBJECTIVES	OUTCOME
<p>UNIT-I Overview of the Indian society and Indian culture.</p> <p>UNIT-II Disparity Part 1 with respect to stratification and inequality due to caste, class and estate system and the problem of handicapped.</p> <p>UNIT-III Disparity part to casteism, communalism, linguism and regionalism.</p> <p>UNIT-IV The Indian Constitution Preamble, features and fundamental duties.</p> <p>UNIT-V Local self-government Urban and rural.</p>	<p>1. The students are expected to understand the nature of diversity in the Indian society along with rural Urban and tribal characteristics.</p> <p>2. Students are expected to learn the nature of stratification and inequality existing in the Indian society.</p> <p>3. The students learn about various issues dividing society into certain categories.</p> <p>4. Students learn about basic concepts of the Indian Constitution and its significance.</p> <p>5. Student learn about the functioning of the local self-government in the rural and urban area.</p>	<p>1. Students are made to understand the religious, linguistic and cultural diversity of the Indian society and its characteristics.</p> <p>2. Students are able to describe the nature of inequality and its causes and consequences on the society.</p> <p>3. Students are made to understand the nature of inequality caused due to these problems and find the solution.</p> <p>4. Students are able to understand the nature of preamble, features of the constitution and significance of fundamental duties.</p> <p>5. Students are able to understand working of the local self-government like municipal corporation, Z.P. Gram Panchayat etc.</p>



## COURSE OUTCOMES

### F.Y.B.Com. SEMESTER II

<b>Accountancy &amp; Financial Management-II</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1: Accounting from Incomplete Records</p> <p>2: Consignment Accounts</p> <p>3: Branch Accounts</p> <p>4: Fire Insurance Claim</p>	<p>1. To learn preparation of final accounts from incomplete records of sole proprietor.</p> <p>2. To introduce the application of Consignment Accounts for the goods sold on consignment.</p> <p>3. To introduce the concept of Branch specifically - Dependent Branch and its accounting systems.</p> <p>4. To understand the need and importance of insurance and to enable the computation of fire insurance claim for the loss of stock by fire.</p>	<p>1. Students will be able to convert incomplete records into complete records to facilitate preparation of Final Accounts.</p> <p>2. Students will be able to understand the concept and practical aspect of Consignment Accounts.</p> <p>3. Students will be able to solve practical problems by Debtors System and Stock and Debtors System of Dependent Branch.</p> <p>4. Students will be able to solve practical problems on fire insurance claim.</p>
<b>Commerce-II</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. Concept of Services: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector Services Mix, Service development cycle,</p> <p>2. Retailing Concept of organized and unorganized retailing, Trends in retailing, Store format, Non – Store format, Store Planning,</p>	<p>1. To Learn the scope of Business</p> <p>2. To gain knowledge of Business planning process</p> <p>3. To Learn about problems and promotion of women entrepreneurship</p> <p>4. To be aware of importance of Service Sector in current times</p>	<p>1. Learn the scope of business and impact of internal and external environment on business</p> <p>2. Gain knowledge of Business planning process and aspects of feasibility and project report</p> <p>3. Learn about problems and promotion of women entrepreneurship and get</p>

<p>design and layout. Retail Scenario in India and Global context</p> <p>3. Recent Trends in Service Sector, Concept and scope of BPO, KPO, LPO and ERP. Banking and insurance sector and logistics</p> <p>4. E-Commerce: types, present status, e-transition, online marketing research</p>		<p>encouraged from study of entrepreneurship competencies and discover about Entrepreneur concept.</p> <p>4. Be aware of importance of Service Sector with special focus on the retail sector, Business Process Outsourcing, net banking and E-commerce</p>
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**Business Economics-II**

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. Market structure</p> <p>2. Pricing and output decisions under imperfect competition</p> <p>3. Pricing Practices</p> <p>4. Evaluating capital projects</p>	<p>1. Students learn about perfect Competition and Monopoly as two different market structures and Profit maximizing decisions by firms under these markets</p> <p>2. Students learn about Monopolistic competition and Oligopolistic markets and their key attributes,</p> <p>3. Students are exposed to cost oriented pricing methods like cost plus pricing, marginal cost pricing, mark up pricing, discriminatory pricing, multiple product pricing and transfer pricing. Case studies are provided to drive the point home.</p> <p>4. Students understand the meaning and importance of capital budgeting, steps in capital budgeting and the various technique of investment appraisal.</p>	<p>1. Students are able to understand different market situations and assess the working of firms under these, in order to fashion their responses to maximize their advantage, both as a consumer and a prospective entrepreneur.</p> <p>2. Students are now capable of distinguishing between different real life market structures and understand the pricing, output and advertising decisions of firms. This must help them to become more rational consumers.</p> <p>3. Students are now able to understand the different pricing strategies adopted by firm in the market. This helps them to take appropriate consumption decisions. As prospective entrepreneurs, they now have an in depth idea as to how prices are fixed and profits are earned.</p>

		4. Students are capable of evaluating the worth of prospective investment projects to choose the most rewarding one and are now able to carry out the investment project as he is exposed to the various steps and stages of capital budgeting.
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### Business Communication-II

SYLLABUS	OBJECTIVES	OUTCOME
1. Group Communication a) Interviews b) Meetings c) Committees and Conferences d) Public Relations  2. Business Correspondence a) Trade Letters  3. Language and Writing Skills a) Reports and Business Proposals b) Summarization c) Tutorial Activities	1. To develop awareness of the complexity of the communication process.  2. To develop effective listening skills in students so as to enable them to comprehend instructions and to become a critical listener.  3. To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups.  4. To develop effective writing skills so as to enable students to write in clear, concise, persuasive and audience centric manner	After successful completion of the course the learner should be able to enhance his Listening, Speaking, Reading and Writing skills to meet the challenges of the world.

### Environmental Studies-II

SYLLABUS	OBJECTIVES	OUTCOME
Unit-I Solid Waste Management for Sustainable Society  Unit-II Agriculture and Industrial Development	1. To know the types and sources of waste  2. To know the effects of SW on environment and human health.	1. Students will understand the basis of classification of SW  2. Students will know how SW is affecting the

<p>Unit-III Tourism and Environment</p> <p>Unit-IV Environmental Movements and Management Map Filling- Mumbai &amp; Konkan</p>	<p>3. To know environmental problems associated with agriculture and industrial development.</p> <p>4. To know sustainable agricultural and industrial practices as solution to preserve the environment.</p> <p>5. To know typology of tourism, India's tourism policy and potential in this field.</p> <p>6. To know the consequences of tourism on society, economy, environment etc.</p> <p>7. To know about the several environmental movements taken place in India.</p> <p>8. To know about the steps taken towards managing environment globally.</p> <p>9. To know environmentally significant features in Mumbai and Konkan with the location to understand environmental</p> <p>10. Problems in the region.</p>	<p>environment and its resources with the help of few case studies.</p> <p>3. Students will understand that how industries and agriculture too is affecting the natural environment.</p> <p>4. Students will know about the sustainable way practicing agriculture and industrialization for the conservation of resources and protection of environment.</p> <p>5. Students will know about India's potential in tourism sector and how the new tourism policy is helping in development of the same.</p> <p>6. Students will understand the role of ecotourism in reducing the impact that comes with mass tourism.</p> <p>7. Learners will take pride in knowing about the history of India in connection to environmental conservation. Learners will know that environmental management is necessary for environmental planning which implies the optimal utilization of resources and healthy growth of society.</p> <p>8. Students will be able to get information to develop a strategic overview of the environmental assets of the region.</p>
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<b>Mathematical and Statistical Techniques-II</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
Unit I : Functions, Derivatives and Their Applications a. Concept of real functions b. Derivative of functions  Unit II: Interest and Annuity  Unit III: Bivariate Linear Correlation and Regression Unit IV: Time series and Index Numbers  Unit V: Elementary Probability Distributions a. Binomial Distribution b. Poisson Distribution c. Normal distribution	Unit I : Functions, Derivatives and Their Applications c. Concept of real functions d. Derivative of functions  Unit II: Interest and Annuity  Unit III: Bivariate Linear Correlation and Regression Unit IV : Time series and Index Numbers  Unit V: Elementary Probability Distributions a. Binomial Distribution b. Poisson Distribution c. Normal distribution	1. Students will be able to use derivatives for solving various commercial problems  2. Students will be able to calculate annuity, EMI and interest for their personal as well as real life investments.  3. Students will be able to correlate different entities and are able to give a linear relation between those values  4. Students will be able to apply concept of time series or index numbers to analyses a business.  5. Students will have basic idea of probability and its distributions
<b>Foundation Course-II</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
UNIT-I Globalization, Liberalization and privatization.  UNIT-II Human rights and fundamental rights.  UNIT-III Environmental Problems.  UNIT-IV Stress and conflict, aggression and violence.  UNIT-V Management of	1. By the end of this unit students are expected to understand the basic concepts of globalization, liberalization and privatization and its impact on agriculture and industry.  2. Students are expected to understand the origin, evolution and significance of basic human values along with fundamental rights given in the Indian constitution.	1. Students are able to understand the meaning of basic concepts related to globalization and its impact on the Indian economy.  2. Students are made to understand the significance of basic human life and fundamental rights in the modern society.  3. Students are able to understand nature of environmental problems and

stress and conflict.	<p>3. The students learn various issues regarding the environment such as pollution, ecology, sustainable development etc.</p> <p>4. Students learn various causes of stress and conflict, aggression and violence in the society.</p> <p>5. Students are expected to understand strategies to manage stress and conflict.</p>	<p>their duty towards protection of the environment.</p> <p>4. Students are able to explain the causes of stress, conflict, aggression and violence.</p> <p>5. Students able to understand various techniques like Yoga, meditation, etc. as the tools to manage stress.</p>
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**BACHELOR OF COMMERCE  
COURSE OUTCOMES  
S.Y.B.Com.  
SEMESTER III**

<b>Accountancy &amp; Financial Management-III</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. Partnership Final Accounts</p> <p>2. Piecemeal Distribution of Cash</p> <p>3. Amalgamation of Firms</p> <p>4. Conversion of Partnership Firm into Private Limited Company</p>	<p>1. Students should be able to understand final accounts of partnership firm, its various adjustments arising due to admission, retirement and death of a partner and the process of</p> <p>2. preparation of final accounts.</p> <p>3. Students should be able to understand the order of payment on dissolution of a Firm</p> <p>4. Students should be able to understand the concepts, objects and accounting of amalgamation of Firms and of conversion of partnership</p>	<p>1. Students will get the insight of Final Accounts of a partnership firm in which admission/retirement/death took place during the financial year</p> <p>2. Students will get the insight of piecemeal distribution of cash on dissolution of cash.</p> <p>3. Students will get the insight of amalgamation of Firms and conversion of partnership firm into limited company.</p>

into a limited company.

**Commerce-III**

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>I – Introduction to Management, PODSCORB, Functions of Management, skills, levels of Management</p> <p>II – Planning &amp; Decision making, MBO, steps in planning, components, techniques of decision making</p> <p>III - Organizing- line and staff, organization as a structure, matrix structure, virtual organization</p> <p>IV - Directing &amp; Controlling, techniques, advantages and limitations</p>	<p>1. To Get an insight into company management &amp; Learn the basics of management functions</p> <p>2. To Learn about the application of principles and techniques of management in the fields such as production and finance</p>	<p>1. Get an insight into principles practices and techniques of company management</p> <p>2. Learn the basics of management functions applicable for effective management of a company</p> <p>3. Learn about the application of principles and techniques of management in the fields such as production and finance</p> <p>4. Study contemporary terms as well as trends in the field of production, quality control, inventory management and control as well as finance</p>

**Business Economics-III**

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. Introduction to macroeconomic</p> <p>2. Basic concepts of Keynesian economics</p> <p>3. Post-Keynesian economics</p> <p>4. Money, Prices and Inflation</p>	<p>1. In this unit, students learn about various macroeconomics concepts such as national income, business cycle, the balance of payment, circular flow of national income, etc.</p> <p>2. Students are expected to learn the application of Keynesian economics as the solution to various problems such as depression, unemployment, etc.</p>	<p>1. Students are expected to understand the significance of the macroeconomic concept in national income accounting.</p> <p>2. Students are able to explain use of Keynesian theory to provide a solution to the macroeconomic problems.</p> <p>3. After studying this unit, students are able to understand development of Post-Keynesian economics.</p>

	<p>3. Students are expected to learn various concepts like stagflation, Phillips curve, supply side economics, etc.</p> <p>4. Students learn about basic concepts of money supply, demand, inflation, etc.</p>	<p>4. Students are able to understand the connection between money supply and inflation.</p>
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**Business Law-I**

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. Indian Contract Act-General Provisions-I</p> <p>2. Indian Contract Act-General Provisions-II</p> <p>3. Special Contracts</p> <p>4. Sale of Goods Act,1932</p> <p>5. Negotiable Instruments Act,1888</p>	<p>1. By the end of this module, student should be able to understand the scope of Business Law, have a good grip on concepts like, Consideration, Proposal, acceptance, Capacity of parties etc. The student must also be acquainted with technical words like void, voidable, void ab initio etc.</p> <p>2. Students should be able to understand concepts like free consent, Void agreements E contracts, Quasi and Contingent contracts and discharge of Contract</p> <p>3. Students learn about Contract of indemnity, guarantee, pledge, bailment and agency.</p> <p>4. Students study contract of sale, rights of unpaid seller, Conditions and Warranties</p> <p>5. Students study law of negotiable instruments, their liabilities, and parties. And also advantages and privileges of using</p>	<p>1. Students are introduced to basic tools for understanding law and basic concepts of Contract Law.</p> <p>2. Students are able to analyze detailed provisions of how to make and terminate a contract legally in India.</p> <p>3. Students are able to appreciate the application of contractual obligations in different practical situations</p> <p>4. Students are able to understand specific application of Contract law in sale and purchase of Goods</p> <p>5. Students are able to understand and appreciate application of contract law in Negotiable instruments</p>



	Negotiable instruments	
<b>Financial Accounting and Auditing V- Management Accounting</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
1. Introduction to Management Accounting 2. Ratio Analysis and Interpretation 3. Working Capital Management 4. Capital Budgeting	1. To understand various management accounting concepts. 2. To learn how accountants create, organize, interpret, and communicate information.	1. Identify problems associated with relying on financial accounting information for various managerial decision making. 2. Learns the application of management accounting tools for pricing, budgetary control, cost allocation and performance evaluation.
<b>Foundation Course-III</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
1. Human Rights Violations 2. Environmental Concern 3. Science and Technology 4. Soft skills for effective personal communication 5. Project Work	1. By the end of this module, students are acquainted and thorough with rights, liabilities and social context of various vulnerable groups in India such as SCs, STs, Women, Minorities etc. 2. Students should be able to understand Disasters, various kinds and methods of Disaster management 3. Students learn about development of science, relevance of science and technology in society and how to combat superstitions using scientific knowledge. 4. Students understand basic concepts of communication and soft skill.	1. Students are introduced to basic reasons of Human Right Violations and their resistance, legally and constitutionally. 2. Students are able to analyses situations which bring forth disasters and how to effectively manage them 3. Students are able to appreciate the application of science and develop a scientific temper. 4. Students are expected to be have understanding of basic level communication skills 5. Students get hands on experience to many issues which they are learning in class rooms.

	<p>5. Students have to do a project on poster presentation, PPT presentation or street play on any contemporary issues. They can do any other community outreach programme or even an interview with a famous scientist or a visit to a museum, science laboratory, orphanage old age home etc</p>	
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<b>Advertising-I</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. Introduction to Advertising, IMC, evolution, classification of Advertising</p> <p>2. Advertising Agencies: Features, Structure and services offered, Types of advertising agencies, Agency selection criteria, Agency and client relation, careers in advertising</p> <p>3. Economic and social aspects of advertising Effect of advertising on consumer demand, monopoly and competition, Price. Ethical issues, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity</p> <p>4. Brand building and special purpose advertising, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, Trends in</p>	<p>1. To Get an understanding of advertising as a tool of Integrated Marketing Communication.</p> <p>2. To Obtain knowledge about economic and social impact of advertising</p> <p>3. To Understand different types of advertising and role of advertising agency and mediums</p> <p>4. To Learn about techniques for effective construction of advertisements.</p>	<p>1. Get an understanding of advertising as a tool of Integrated Marketing Communication.</p> <p>2. Obtain knowledge about economic and social impact of advertising and thereby ethical aspects in advertising</p> <p>3. Understand different types of advertising and role of advertising agency.</p> <p>4. Be aware of various mediums of advertising and understand its benefits and disadvantages.</p> <p>5. Learn about techniques of using and creating Copy, Slogan, headlines, illustrations and logo for effective construction of advertisements.</p>

Advertising		
<b>Travel &amp; Tourism Management-I</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>I- Introduction to tourism Historical perspective - Definition and Scope of Tourism, Motivation of Tourism, Importance of Tourism; Tourism development in India.</p> <p>II- Factors influencing tourism: physical, sociocultural, economic and political</p> <p>III- Infrastructure for tourism Need of Infrastructure and other ancillary services for tourism development-Role of transport and communication in the development of tourism, Accommodation Facilities, other supplementary services.</p> <p>IV- Impact of tourism Environmental, Socio- cultural, Economic - Positive and Negative Impacts. Need for Sustainable Tourism. Concept of Eco-tourism- Objectives; Its success and failure.</p>	<p>1. To understand the tourism concept, types and various aspects of tourism management</p> <p>2. To Understand the role played by travel agencies and various tourism organizations</p>	<p>1. Understand the significance, influencing factors, infrastructure and socio economic impact of tourism</p> <p>2. To understand various types of tourism</p> <p>3. Understanding tourism management through aspects of planning, organizing and marketing tourism</p> <p>4. Understand the role played by travel agencies and various tourism organizations</p>

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**SEMESTER IV**

<b>Accountancy &amp; Financial Management-IV</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
1. Introduction to Company Accounts 2. Issue of Debentures 3. Redemption of Preference Shares 4. Redemption of Debentures 5. Profit Prior to Incorporation	1. Students should be able to understand meaning, types and formation of companies. Students should be able to understand accounting for issue of shares, forfeiture of shares and issue of bonus shares. 2. Students should be able to understand the types of debentures, issue of debentures, accounting for issue of debentures and treatment of discount on debentures 3. Students should be able to understand the concept of redemption of preference shares and debentures, methods of redemption, accounting procedure of redemption and preparation of balance sheet of the company after redemption. 4. Students should be able to understand the principles for ascertainment and treatment of profit prior to incorporation	1. Students will get the insight of types of companies, issue and forfeiture of shares and debentures. 2. Students will get the insight of Redemption of Preference shares and Debentures. 3. Students will get the insight of ascertainment and treatment of profit prior to incorporation. 4. Students will get the insight of redemption of preference shares and debentures, methods of redemption, accounting procedure of redemption and preparation of balance sheet of the company after redemption. 5. Students will get an insight into principles for ascertainment and treatment of profit prior to incorporation
<b>Commerce-IV</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
I – Introduction to Production management,	1. To Get an insight into company management &	1. Get an insight into principles practices and

<p>features, advantages, scope, productivity, factors influencing productivity, measurements</p> <p>II - Quality Management, components of quality, cost of quality, quality circle, kaizen technique, ISO 9000, Six</p> <p>sigma III – Introduction to Finance Management, structure of Indian financial market, stock exchange, SEBI, CRISIL and other credit rating agencies</p> <p>IV – Trends in finance management, mutual funds, commodity market, speculators, startup ventures, sources of funding for startup, microfinance</p>	<p>Learn the basics of management functions</p> <p>2. To Learn about the application of principles and techniques of management in the fields such as production and finance</p>	<p>techniques of company management</p> <p>2. Learn the basics of management functions applicable for effective management of a company</p> <p>3. Learn about the application of principles and techniques of management in the fields such as production and finance</p> <p>4. Study contemporary terms as well as trends in the field of production, quality control, inventory management and control as well as finance</p>
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### Business Economics-IV

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. Role of government in an economy</p> <p>2. Public revenue.</p> <p>3. Public expenditure.</p> <p>4. Fiscal management and financial management</p>	<p>1. In this unit, students learn about major fiscal functions such as allocation distribution and stabilization.</p> <p>2. Students learn about sources of the revenue, tax burden and its effects.</p> <p>3. In this unit students learn about Cannons, effects and theories of public expenditure.</p> <p>4. Students are expected to learn the concept of fiscal policy, budget and their significance.</p>	<p>1. Students are expected to gain insight in understanding basic concepts of public finance.</p> <p>2. Students are expected to understand basic concepts about the taxation, tax burden and its effects.</p> <p>3. After studying this topic, students are expected to have knowledge about government expenditure.</p> <p>4. After studying this unit students are able to understand the implications of budget and Fiscal management</p>

<b>Business Law-II</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
1. Company Law 2. Corporate law 3. IPR 4. Partnership Law 5. Consumer Protection and Competition Law	1. Students learn about Formation of Company, incorporation and basic doctrines, major documents in company etc. 2. Students learn how a company is run. Role of members, directors' etc. 3. Students are exposed to the concept of Patent, Copyright and Trade mark 4. Students understand the meaning and significance of Partnership and Limited Liability Partnership as different form of business organizations. 5. Students are introduced to the concept of Consumer protection and redressal possibilities. They are given clear ideas about the philosophy of competition law.	1. Students are able to understand the significance and basic concept of company form of organizations. 2. Students are now capable of understanding how far you need to be conscious, legally, while implementing various functions in a company 3. Students are introduced to the market realities of Intellectual property Rights. 4. Students are capable of evaluating their relative merits and demerits 5. Students are capable of evaluating their rights and obligations as a consumer. Philosophy and significance of Competition law

**Financial Accounting and Auditing VI- Auditing**

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
1. Introduction to Auditing 2. Audit Planning, Procedures and Documentation 3. Auditing Techniques and Internal Audit Introduction 4. Auditing Techniques :	1. To Learn the fundamental aspects of Auditing. 2. To learn the process of vouching and verification	1. Discuss the need for an independent or external auditor. 2. Understands the financial audit process beginning with accepting client s till communication of result to the clients.

Vouching & Verification		
<b>Foundation Course-IV</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. Human Rights</p> <p>2. Environmental Concern</p> <p>3. Science and Technology</p> <p>4. Preparation for competitive examination</p> <p>5. Project Work</p>	<p>1. By the end of this module, students are acquainted and thorough with modern socio-legal concepts like Consumer Protection, RTI, PIL etc.</p> <p>2. Students are introduced to various concept environmental studies and protection like, anthropocentrism, eco centrist, bio centrist, ecofeminism etc.</p> <p>3. Students understand relevance of various technologies such as laser information technology, space technology etc. and its scientific base.</p> <p>4. Students are introduced to basic soft skills and information about competitive examination</p> <p>5. Students have to do a project on poster presentation, PPT presentation or street play on any contemporary issues. They can do any other community outreach programme or even an interview with a famous scientist or a visit to a museum, science laboratory, orphanage old age home etc.</p>	<p>1. Students are introduced to basic Human Rights Protection available to a new age citizens.</p> <p>2. Students are expected to develop a sophisticated approach towards environment and concern for nature.</p> <p>3. Students are able to appreciate the application of science and develop a scientific temper.</p> <p>4. Students are expected to be have understanding of basic</p> <p>5. level communication skills and general idea about competitive examinations which they can attempt.</p> <p>6. Students get hands on experience to many issues which they are learning in class rooms.</p>
<b>Advertising-II</b>		

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. Media in Advertising: traditional media, new age media, media research</p> <p>2. Planning Advertising Campaign-Steps Determining advertising objectives - DAGMAR model • Advertising Budgets, Media Scheduling Strategies</p> <p>3. Fundamentals of Creativity in Advertising: Essentials of Copywriting, Copy – Elements, Types, Layout- Principles Illustration – Importance</p> <p>4. Execution and Evaluation of Advertising: Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP) • Creativity through Execution Styles, Jingles and Music – Importance, Concept of Storyboard • Evaluation Advertising copy, Pre-testing and Post-testing of Advertisement</p>	<p>1. To Get an understanding of advertising as a tool of Integrated Marketing Communication.</p> <p>2. To Obtain knowledge about economic and social impact of advertising</p> <p>3. To Understand different types of advertising and role of advertising agency and mediums</p> <p>4. To Learn about techniques for effective construction of advertisements.</p>	<p>1. Get an understanding of advertising as a tool of Integrated Marketing Communication.</p> <p>2. Obtain knowledge about economic and social impact of advertising and thereby ethical aspects in advertising</p> <p>3. Understand different types of advertising and role of advertising agency.</p> <p>4. Be aware of various mediums of advertising and understand its benefits and disadvantages.</p> <p>5. Learn about techniques of using and creating Copy, Slogan, headlines, illustrations and logo for effective construction of advertisements.</p>

### **Travel & Tourism Management-II**

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. Planning and marketing of tourism Need for planning- Tourism planning process, assessment of carrying capacity of Tourism in the context of tourism –Role of private and public sector- Open Sky Policy. Marketing of</p>	<p>1. To understand the tourism concept, types and various aspects of tourism management</p> <p>2. To Understand the role played by travel agencies and various tourism organizations</p>	<p>1. Understand the significance, influencing factors, infrastructure and socio economic impact of tourism</p> <p>2. To understand various types of tourism</p>



<p>tourism - Concept and Definition-Element of Marketing –Market Segment- Sales techniques of Tourism Product.</p> <p>2. Travel agencies, Essentials of Travel Agency; Functions of Travel Agency and Tour Operator, Importance of Tour Operator.</p> <p>3. Tourism Organizations IATA, PATA, WTO, ITDC and its Regional Offices; Role of state Tourism Development Corporations.</p> <p>4. Maharashtra Tourism Policy Social responsibility and Ethical concerns of Tourism; Growth of Coastal Tourism – With special reference to Konkan— Role of M.T.D.C. in the development of Tourism in Maharashtra.</p>		<p>3. Understanding tourism management through aspects of planning, organizing and marketing tourism</p> <p>4. Understand the role played by travel agencies and various tourism organizations</p>
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SEMESTER V**

<b>Financial Accounting and Auditing VII- Financial Accounting</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. Preparation of Final Accounts of Companies</p> <p>2. Internal Reconstruction</p> <p>3. Buy Back of Shares</p>	<p>1. To understand the provisions for the preparation of Final Accounts as Companies Act</p> <p>2. To understand the</p>	<p>1. Students will be able to solve practical problems on Final Accounts of Companies</p> <p>2. Students will be able to</p>

<p>4. Investment Accounting (w.r.t. Accounting Standard- 13)</p> <p>5. Ethical Behaviour and implications for Accountants</p>	<p>Company Law / Legal provisions related to internal reconstruction and buy back of shares as per Companies Act, 2013.</p> <p>3. To get insight about personal investment accounting with ex and cum interest price and to understand ethical behaviour and its implications for Professional Accountants.</p>	<p>understand the provisions and to solve practical problems related to internal reconstruction</p> <p>3. Students will be able to understand the provisions and to solve practical problems related to buy back of shares.</p> <p>4. Students will be able to solve practical problems on personal investment accounting</p> <p>5. Students will get a better understanding about ethical behaviour for Professional Accountants.</p>
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**Financial Accounting and Auditing VIII- Cost Accounting**

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. Introduction to Cost Accounting</p> <p>2. Material Cost</p> <p>3. Labour Cost</p> <p>4. Overheads</p> <p>5. Classification of Cost and Cost Sheet</p> <p>6. Reconciliation of Cost and Financial Accounts</p>	<p>1. Students should be able to understand the concept of cost accountancy, material cost, procurement procedures, inventory control, inventory accounting, attendance and payroll procedures, labour turnover, utilization of labour, efficiency rating procedures and remuneration systems and incentive schemes, classification of overheads, benefits of classification and allocation &amp; apportionment of overheads and absorption of overheads.</p> <p>2. Students should be able to understand the causes of disagreement between the</p>	<p>1. Students will get the insight of the concepts of cost accountancy, material cost and labour cost</p> <p>2. Students will get the insight of overheads, cost sheet and reconciliation of Profits as per financial accounts and cost accounts.</p>

	profits as per financial accounts and cost accounts and the procedure of reconciliation.	
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### Commerce V- M.H.R.M (Marketing)

SYLLABUS	OBJECTIVES	OUTCOME
<p>I- Introduction to marketing, features, scope, evolution, investigative techniques in marketing- MR,MIS, data mining, CB, MS, market targeting patterns</p> <p>II- Marketing Mix- Marketing Decisions(I), elements of product mix, product life cycle, branding, brand equity, pricing techniques and objectives</p> <p>III-Marketing Mix – Marketing Decisions(II),physical distribution, factors influencing PD, traditional and contemporary channels, supply chain management and components , IMC, sales management</p> <p>IV-Recent trends in Marketing, consumer organizations and role, challenges in marketing, rural marketing, skill set required for effective marketing suitable examples</p>	<p>1. To Get holistic idea about the marketing activity of a business firm</p> <p>2. To Learn about the psyche of consumer behavior</p> <p>3. To Be equipped with latest tools and techniques of marketing</p>	<p>1. Get holistic idea about the evolution of marketing, contemporary trends in marketing and various marketing strategies (PPPP) to handle marketing activity of a business firm</p> <p>2. Learn about the psyche of consumer behavior so as to handle them effectively</p> <p>3. Be able to venture into the domain of marketing more confidently as he will be more quipped with latest tools and techniques of marketing</p>

### Business Economics-V

SYLLABUS	OBJECTIVES	OUTCOME
<p>1. Macro-Economic overview of India</p> <p>2. Agriculture during post</p>	<p>1. In this unit, students learn about the New Economic Policy of 1991, Social infrastructure:</p>	<p>1. Students are expected to be familiar with the process of reforms and the improvements in social and</p>

<p>reform period</p> <p>3. Industry and service sector during post reform period</p> <p>4. Banking and financial market</p>	<p>Education, Health and Family welfare in India and the Sustainable Development goals</p> <p>2. Students learn about National Agricultural Policy 2000 and the Agricultural Pricing, Finance and Marketing policies followed since then.</p> <p>3. Students are exposed to an overview of Indian Industrial sector. They learn about the Competition Act 2002, Disinvestment policy, MSME Sector, Industrial Pollution in India a also about Service sector, mainly rends in heath care and tourism industry.</p> <p>4. Students learn about the Banking and financial sector of the economy and gain in site in to Insurance Industry, Money market and Capital market.</p>	<p>economic infrastructure, to enable them to understand and appreciate the ongoing policy changes.</p> <p>2. Students are expected to be familiar with the agricultural scenario in the county including the crucial issues of pricing and marketing to form informed opinion</p> <p>3. After studying this unit, students are to have an in depth knowledge of the secondary and tertiary sectors of the economy and the problems facing them</p> <p>4. Students are expected to become effective and productive participants of the financial sector and the various employment opportunities offered by it.</p>
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### Export Marketing-I

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>I- Introduction to export marketing, features, advantages, scope, challenges, composition and direction of India's export since 2015</p> <p>II- Global Framework of export marketing, trade barriers, types, regional economic integration, trading blocks, WTO and role, major agreements of</p>	<p>1. To Get an insight into the field of global and Indian export marketing practices</p> <p>2. To Learn about the procedural formalities &amp; Know about the</p> <p>3. Institutional structure, incentives and export promotion facilities initiated by the government</p>	<p>1. Get an insight into the field of global and Indian export marketing practices</p> <p>2. Learn about the procedural formalities required for undertaking export activity in the country</p> <p>3. Know about the institutional structure, incentives and export promotion facilities</p>

<p>WTO</p> <p>III-India's framework of foreign trade, highlights and implications of FTP, Role of DGFT, Negative list, deemed exports</p> <p>IV-Export incentives and promotion, institutional measures, financial incentives and individual promotional incentives available to Indian exporter</p>	<p>4. To Learn about marketing mix strategies including Product, Price, Promotion and physical distribution ineffective marketing of exportable goods</p>	<p>initiated by the government</p> <p>4. Learn about marketing mix strategies including Product, Price, Promotion and physical distribution ineffective marketing of exportable goods</p>
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SEMESTER VI**

<b>Financial Accounting and Auditing IX- Financial Accounting</b>		
<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. AS – 14 - Amalgamation, Absorption &amp; External Reconstruction (excluding inter- company holdings)</p> <p>2. Accounting of transactions of Foreign Currency</p> <p>3. Liquidation of Companies</p> <p>4. Underwriting of Shares &amp; Debentures</p> <p>5. Accounting for Limited Liability Partnership</p>	<p>1. To understand the accounting treatment related to Amalgamation, Absorption and External Reconstruction of Companies and computation of purchase consideration</p> <p>2. To study the Accounting procedure related to transactions involving Foreign Currency.</p> <p>3. To understand the provision and procedure related to liquidation of company, Underwriting of Shares &amp; Debentures and Conversion of partnership firm into LLP.</p>	<p>1. Students will be able to calculate purchase consideration by various methods and solving practical problems based on Amalgamation, Absorption and External Reconstruction of Companies</p> <p>2. Students will be able to compute and handle exchange rate difference arising out of transactions involving Foreign Currency.</p> <p>3. Students will be able to solve practical problems based on liquidation of company</p>

		<p>4. Students will be able to prepare statement of underwriter's liability</p> <p>5. Preparation of Final Accounts of Limited Liability Partnership will be understood by the students.</p>
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**Financial Accounting and Auditing X- Cost Accounting**

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. Cost Control Accounts</p> <p>2. Contract Costing</p> <p>3. Process Costing</p> <p>4. Introduction to Marginal Costing</p> <p>5. Introduction to Standard Costing</p> <p>6. Some Emerging Concepts of Cost Accounting</p>	<p>1. Students should be able to understand the methods of keeping cost records and integrated accounting system</p> <p>2. Students should be able to understand the concept of contract costing and process costing, treatment of work certified and work uncertified, calculation of profit on incomplete contract and work in progress, treatment of process losses, determination of process cost and treatment of by products and joint products.</p> <p>3. Students should be able to understand the concept of marginal cost and standard costing, contribution, break even analysis and application of marginal costing in managerial decision making.</p> <p>4. Students should be able to understand target costing, life cycle costing, bench marking and ABC.</p>	<p>1. Students will get the insight of cost recording systems.</p> <p>2. Students will get the insight of contract costing and process costing.</p> <p>3. Students will get the insight of standard costing and marginal costing.</p> <p>4. Students will get the overview insight of target costing, life cycle costing, bench marking and ABC</p>

**Commerce VI- M.H.R.M (HR Management)**

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>I- Introduction to HRM, features, advantages, strategic HRM, functions, HRP, steps in HRP</p> <p>II- Human Resource Development, functions, training and development, performance appraisal and techniques, potential appraisal, counseling and mentor</p> <p>III -Human Relation, leadership, theories of leadership, motivation and theories of motivation, grievance redressal and techniques</p> <p>IV- Recent trends in HRM, Employee engagement, HRIS, challenges in HRM in recent times</p>	<p>1. To Learn about the role of HR in the effective management of business organization</p> <p>2. To Get an idea about contemporary y practices in the field of HRM &amp; challenges faced by HR manger in changing business environment in the millennium</p>	<p>1. Learn about the invaluable role of HR in the effective management of business organization</p> <p>2. Get an idea about contemporary practices in the field of HRM</p> <p>3. Know about the nature of challenges faced by HR manger in changing business environment in the millennium</p>

**Business Economics-VI**

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>1. Introduction to international trade</p> <p>2. Commercial Policy</p> <p>3. Balance of Payment and International Economic Organization</p> <p>4. Foreign Exchange Market</p>	<p>1. In this unit, students learn about theories of international trade, Terms of trade, Gains from trade, Offer curves and reciprocal Demand</p> <p>2. Students learn about the two essential trade policies of free trade and protection, about International economic Integration and about EU and Brexit.</p> <p>3. In this unit students learn</p>	<p>1. Students are expected to gain insight in to the various theories on trade.</p> <p>2. Students are expected to be aware of the latest developments in international trade as well as gain knowledge on developments on Britain's relationship with the rest of Europe.</p> <p>3. After studying this topic, students are</p>

	<p>about BOP, its structure as well as about WTO, Recent developments in TRIPS, TRIMS, And GATS etc.</p> <p>4. This unit teaches the students about Rate of Exchange, Purchasing Power Parity Theory, Spot and Forward Exchange Rate, Arbitrage Role of Central Bank in foreign exchange rate management managed flexible exchange rate system of India.</p>	<p>expected to have gained adequate knowledge regarding the India's external sector and how the WTO provisions have impacted in India</p> <p>4. After studying this unit students are to have gained enough knowledge on the exchange rate determination so that they can become active participation in the market.</p>
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**Export Marketing-II**

<b>SYLLABUS</b>	<b>OBJECTIVES</b>	<b>OUTCOME</b>
<p>I- Export Finance, types of export finance, Institutional framework of export finance, Role of ECGC, EXIM bank</p> <p>II- Export Procedure, introduction stage and formalities, pre shipment, shipment and post shipment stage and formalities therein</p> <p>III- Export Pricing and Documentation, objectives of pricing, techniques of export pricing, practical problems in export pricing</p> <p>IV – Product planning decisions, Use of Marketing Mix in export marketing, Product mix, supply chain management, logistics management, use of promotion mix in export marketing</p>	<p>1. To Get an insight into the field of global and Indian export marketing practices</p> <p>2. To Learn about the procedural formalities &amp; Know about the</p> <p>3. Institutional structure, incentives and export promotion facilities initiated by the government</p> <p>4. To Learn about marketing mix strategies including Product, Price, Promotion and physical distribution ineffective marketing of exportable goods</p>	<p>1. Get an insight into the field of global and Indian export marketing practices</p> <p>2. Learn about the procedural formalities required for undertaking export activity in the country</p> <p>3. Know about the institutional structure, incentives and export promotion facilities initiated by the government</p> <p>4. Learn about marketing mix strategies including Product, Price, Promotion and physical distribution ineffective marketing of exportable goods</p>