

Mahatma Education Society's
Pillai College of Arts, Commerce & Science (Autonomous)
Affiliated to University of Mumbai

'NAAC Accredited 'A' grade (3 cycles)
'Best College Award' by University of Mumbai
ISO 9001:2015 Certified



SYLLABUS

Program: Bachelors of Commerce

S.Y. B. Commerce

PCACS/BCM/SYL/2024-25/SY

**As per National Education Policy
Choice Based Credit & Grading System**

Academic Year 2024-25



Mahatma Education Society's
Pillai College of Arts, Commerce & Science
(Autonomous)

Affiliated to University of Mumbai
NAAC Accredited 'A' grade (3 cycles)
Best College Award by University of Mumbai
ISO 9001:2015 Certified












PCACS/BCM/DP/2023-24/T2

Department of B.Com.

Attendance sheet of Board of Studies of Bachelors of Commerce of meeting

Sr.No.	Name	Designation	Signature
1	Dr. Arvind Dhond	Vice Chancellor Nominee University of Mumbai	
2	Dr. Shital Mandhare	External Subject Expert	
3	Dr. Babita Shukla	External Subject Expert	
4	Mr. Biren Shah	Industry Representative	
5	Mr. Navneet Kumar	Alumni Representative	
6	Dr. Gajanan Wader	Principal	
7	Dr. Kiran Deshmukh	Chairperson	

8	Dr. .Monali Ray	Member	
9	Dr. Seema Somani	Member	
10	Dr. Rinkoo Shantnu	Member	
11	Dr. Smitha Jayaram	Member	
12	Dr. Shardul Buva	Member	
13	Dr. Farhat Shaikh	Member	
14	Ms. Pradnya Kadam	Member	
15	Ms. Tapasya Patil	Member	
16	Poonam Gupta	Member	

Deshmukh

Coordinator B.Com
Dr. Kiran Deshmukh

1. INTRODUCTION

B. Com course is designed to provide students with a wide range of managerial skills and also to understand accounting, management, commerce. Commerce is visualized as a link between society and business. Commerce is an important part of any business. Technology has remodeled the shape and design of business engendering the metamorphosis of its very nature as well as the matrix of societal functioning.

B.Com. programme aims at building in students an understanding about functioning and premise of the business world. In order to achieve this, the programme offers opportunities to students to know different aspects of organizational functioning, financial systems, understanding of economy, laws governing business, strategies adopted by business to reach to society etc. The programme also provides the students an opportunity to explore, experiment and equip themselves to serve the society not only as employment seeker but also as an entrepreneur and job creator. The programme enables the students to hone the required skills to become self-reliant. About teaching learning processes, it is intended to have flexibility making it more student-centric.

2. Programme outcome

Sr. No	PO Title	PO in brief
PO1	Business knowledge	Demonstrate and popularise Make in India , and entrepreneurial skills, for managing their own business by using different concepts in Statistics Accounting, Taxation, Auditing, Commerce, law, finance in an economic environment.
PO2	Effective Communication & Networking	Explain and present ideas effectively in multi-dimensional domains. Network in a professional environment exhibiting comprehensive domain knowledge and insights. Ability to comprehend, write effective reports, design documents and make effective presentations.
PO3	Professional & Moral Ethics	Recognize and respect different value systems. Demonstrate high standards of academic and professional integrity. Act with an informed awareness of national and global needs
PO4	Individual and team work	Display skills sets in pursuit of continuous learning and adapt to the changing professional and social needs with good teamwork. Function effectively in multidisciplinary settings.
PO5	Social sensitivity	Participating actively in initiatives that encourage equity and growth for all by applying contextual knowledge to assess societal, health, safety, legal, and cultural issues relevant to professional business practice.
PO6	Life- long learning	Ability to arrange in independent and life -long learning in the broadest context of business change.
PO7	Usage of Modern Tools	Identify and create opportunities to launch innovative ventures for socio-economic development through accounts and information technology software and value-based courses to fulfill industry requirements.
PO8	Environment & Sustainability	Engage in environmental sustainability and community development initiatives.

Programme Specific Outcomes for B.Com

PSO-1	Prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA and develop relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.
PSO-2	Demonstrate knowledge in setting up a computerized set of accounting books.
PSO-3	Acquire practical skills to work as tax consultant, audit assistant and other financial supporting services by learning various tax issues and tax forms related to individuals
PSO-4	Acquire skills like effective communication, decision making, problem solving in day-to-day business affairs.

Course Structure

Semester III						
Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credits	Lectures / Week
PUCCM301	Major	Financial Accounting III	Practical	100	3	4
PUCCM302	Major	Management Accounting	Practical	100	3	4
PUCCM303	Major	Commerce III	Theory	100	3	3
PUCCM304	Major	Economics III	Theory	100	3	3
PUCCM305	Discipline Minor	Advertising I	Theory	100	3	3
PUCCM306	SEC	Mini Project	Practical	100	2	2
PUAEC30	AEC	To be taken from the Pool	Theory	100	2	3
PUIDC30	IDC	To be taken from the Pool	Theory	100	3	3
Total				800	22	24
All Subjects having Field Project as part of Continuous Assessment-2						

Abbreviations:

SEC: Skill Enhancement Course

AEC: Ability Enhancement Course

IDC: Interdisciplinary Course

Semester IV						
Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credits	Lectures / Week
PUCCM401	Major	Financial Accounting IV	Practical	100	3	4
PUCCM402	Major	Auditing	Practical	100	3	4
PUCCM403	Major	Commerce IV	Theory	100	3	3
PUCCM404	Major	Economics IV	Theory	100	3	3
PUCCM405	Discipline Minor	Advertising II	Theory	100	3	3
PUCCM406	SEC	Swayam - NPTEL-Hospitality Industry in Tourism	Practical	100	2	2
PUAEC40	AEC	To be taken from the Pool	Theory	100	2	3
PUIDC40	IDC	To be taken from the Pool	Theory	100	3	3
Total				800	22	24
All Subjects having Field Project as part of Continuous Assessment-2						

Abbreviations:

SEC: Skill Enhancement Course

AEC: Ability Enhancement Course

IDC: Interdisciplinary Course

Evaluation Pattern

Marking Code	Marking Scheme
A	60 Marks Final Exam, 20 Marks Internal Exam, 15 Marks Field Project, 5 Attendance
B	60 Marks Final Exam, 20 Marks Internal Exam, 40 Marks Project
C	100 marks distributed within report /case study/ project/ presentation etc

Semester III

Course Code	Course Type	Course Title	Evaluation Pattern
PUCCM301	Major	Financial Accounting III	A
PUCCM302	Major	Management Accounting	A
PUCCM303	Major	Commerce III	A
PUCCM304	Major	Economics III	A
PUCCM305	Discipline Minor	Advertising I	A
PUCCM306	SEC	Mini Project	C
PUAEC30	AEC	To be taken from the Pool	C
PUIDC30	IDC	To be taken from the Pool	C

Semester IV

Course Code	Course Type	Course Title	Evaluation Pattern
PUCCM401	Major	Financial Accounting IV	A
PUCCM402	Major	Auditing	A
PUCCM403	Major	Commerce IV	A
PUCCM404	Major	Economics IV	A
PUCCM405	Discipline Minor	Advertising II	A
PUCCM406	SEC	Swayam - NPTEL-Hospitality Industry in Tourism	C
PUAEC40	AEC	To be taken from the Pool	C
PUIDC40	IDC	To be taken from the Pool	C

SEMESTER III

BOS	Accountancy
Class	S.Y. B.Com.
Semester	III
Course Name	Financial Accounting -III
Course Code	PUCCM301
Type of course	Major
Level of the Course	Medium
Credit points	3

Course objectives:

1. To give practical exposure on the effect of admission, Retirement and Death of partner on final accounts of partnership firms.
2. To introduce the basic concepts of company accounts.

Unit No.	Name of Unit	Topic No.	Contents	Hours
1	Partnership Accounts- Admission/ Retirement/ Death	1.1	Simple final accounts questions to demonstrate the effect on final Accounts when a partner is admitted during the year or when a partner Retires / dies during the year.	15
		1.2	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.	
		1.3	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.	
2	Accounting for Limited Liability Partnership	2.1	Meaning and Statutory provisions	15

		2.2	Conversion of partnership firm into Limited Liability Partnership	
		2.3	Final Accounts	
3.	Amalgamation of firm	3.1	Realization method only, Calculation of purchase consideration	15
		3.2	Journal / ledger accounts of old firms	
		3.3	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	
4	Conversion / Sale of a Partnership Firm into a Ltd. Company	4.1	Realisation method only	15
		4.2	Calculation of New Purchase consideration	
		4.3	Journal / Ledger Accounts of old firms. Preparing Balance sheet of new company	
			Total Number of lectures	60

Course outcomes:

1. Describe the basic concepts of partnership final accounts with regards to admission, retirement and death of partners during the year.
2. Apply knowledge gained to prepare accounting transactions of limited liability partnership firms.
3. Compare the accounting entries in the books of vendor firm and new firm with respect to Amalgamation.
4. Perform the high-level accounting entries and Balance sheet preparation with respect to amalgamation of firms.
5. Describe the special problems underlying accounting for a firm converting into a company.
6. Demonstrate collaborative learning and problem solving.

Reference Books:

1. Ashish K. Bhattacharyya – “Financial Accounting for Business Managers”, Prentice Hall of India Pvt. Ltd.
2. Shashi K. Gupta – “Contemporary Issues in Accounting”, Kalyani Publishers.
3. R. Narayanaswamy – “Financial Accounting”, Prentice Hall of India, New Delhi

4. Ashok Sehgal – “Fundamentals of Financial Accounting”, Taxmann’s Publishers.
5. Advanced Accounts by Shukla & Grewal, S. Chand and Company (P) Ltd., New Delhi.

Case study

I	<p>Handoo & Handoo Legal Consultants Ltd is a Limited Liability Partnership firm incorporated on 02 April 2009. It is registered at the Registrar of Companies, Delhi. Its total obligation of contribution is Rs. 1,000,000.</p> <p>Designated Partners of Handoo & Handoo Legal Consultants Llp are Yoginder Handoo and Raj Kamal Handoo. Handoo & Handoo Legal Consultants Llp's last financial year end date for which Statement of Accounts and Solvency were filed is N/A and as per records from Ministry of Corporate Affairs (MCA), date of last financial year end date for which Annual Return were filed is N/A. Handoo & Handoo Legal Consultants Llp's LLP Identification Number is (LLPIN)AAA-0001. Its Email address is HANDOORK@HOTMAIL.COM and its registered address is FLAT E, 1ST FLOOR, FRONT BUILDING SAGAR APARTMENTS , 6 TILAK MARG NEW DELHI Delhi 110001. Current status of Handoo & Handoo Legal Consultants Llp is - Active.</p>
II	<p>When Sana started her farm-to-fork café about a year ago, she didn’t imagine the enormous success her café would achieve. Since the café was going well, she thought of giving it a legal existence – getting it registered under a suitable law. She researched various forms of legal entities and the associated pros and cons for each. Establishing a private limited company (PLC) seemed to be a better option to her since she wouldn’t be personally liable for her café’s loans and actions. “Arjun, I want my café to be registered as a private limited company. Can you please tell me how to go about registering one?”, she asked Arjun, her good friend and a business consultant. “Why are you going for higher compliances and expensive costs, Sana? Instead, register as a Limited Liability Partnership, because it provides similar benefits as a company, but with lesser complications and cost”, Arjun replied. She was amazed to hear that and wanted to know more about LLPs and how an LLP is a better option over a company.</p>

BOS	Accountancy
Class	B.Com.
Semester	III
Course Name	Management Accounting
Course Code	PUCCM302
Type of Course	Major
Level of the Course	Basic
Credit points	3

Course objectives:

1. Understand the subject of Management Accounting and its relationship with Financial Accounting.
2. To learn the various tools and techniques used in management accounting.

Unit No.	Name of Unit	Topic No.	Contents	Hours
1	Introduction to Management Accounting	1.1	Management Accounting and its scope	05
		1.2	Relationship between Financial Accounting and Management Accounting	
		1.3	Functions of a Management Accountant	
		1.4	Types of information used in decision making	
2	Introduction to Financial Statement & Analysis	2.1	Introduction to Financial Statements	15
		2.2	Study of Balance Sheet and Income statement –Vertical form suitable for analysis	
		2.3	Tool for analysis of financial statements of companies by using excel	
		2.4	Trend Analysis, Common size statement and Comparative statement	
3	Ratio Analysis & Interpretation	3.1	Classification of Ratios, Advantages and limitations of ratios	15
		3.2	Balance sheet ratios- Current ratio, liquid ratio, debt equity ratio, capital gearing ratio,	

			proprietary ratio and stock to working capital ratio	
		3.3	Profit & Loss statement ratios- Gross profit ratio, operating profit ratio, net profit ratio, operating ratio, administrative expense ratio, selling expense ratio, finance expense ratio and stock turnover ratio	
		3.4	Combined Ratios- return on capital employed, return on proprietor's fund, return on equity, earning per share, price earning ratio, dividend payout ratio, debt service ratio, debtors turnover ratio, debtors collection period, creditors turnover ratio and creditors payment period	
		3.5	Interpretation of ratios for decision making by using graphs, charts, tables and by using excel	
4	Working Capital Management	4.1	Concept and factors affecting the requirement of Working Capital.	10
		4.2	Types of Working Capital	
		4.3	Operating Cycle & Computation	
		4.4	Estimation/Projection of Working Capital requirement	
5	Cash flow statement	5.1	Introduction, Objectives and Importance	15
		5.2	Cash flow from Operating, Investing & Financing activities	
		5.3	Preparation of Cash flow statement as per A.S. 3 (Indirect method)	
			Total Number of lectures	60

Course outcomes:

1. Identify the subject and find its various components.
2. Explain the preparation of financial statements and describe the various constituent elements.
3. Application of various tools for analysis of financial statements

4. Outline the various ratios and demonstrate its impact on financial analysis
5. Evaluate the working capital requirement of organizations
6. Create a cash flow statement as per statutory requirement.

Reference Books:

1. Prasanna Chandra: Financial Management, Tata McGraw Private Limited
2. I. M. Pandey – Financial Management, Vikas Publication
3. M. Y. Khan & P. K. Jain – Financial Management, Tata McGraw Private Limited
4. Bhabotosh Banerjee - Fundamentals of Financial Management, PHI Learning.
5. Management Accounting: Text, Problems, and Cases" by M.N. Arora
6. Management Accounting: Principles and Practice" by M.A. Sahaf

Case Studies

I	Particulars	2019	2020	2021	2022
	Fixed asset	10,000	?	15,000	?
	Net worth	?	12,000	?	16,000
	Current assets	10,000	10,500	12,000	13,000
	Current liabilities	5,000	5,000	6,000	6,500
	Long term loans	5,000	6,000	7,000	8,000
II	<p>Zydus group is headquartered in Ahmedabad, India, and ranks 4th in the Indian pharmaceutical industry. The group has manufacturing sites and research facilities spread across five states of Gujarat, Maharashtra, Goa, Himachal Pradesh and Sikkim in India and in the US and Brazil.</p> <p>Zydus’ global business has a strong presence in the regulated markets of the US, Europe (France and Spain) and in the high profile markets of Latin America and South Africa. It is also present in a big way in 25 other emerging markets worldwide.</p> <p>The following are the extract from Zydus Ltd as on 31.03.2020 (Rs in million)</p>				

Profit before tax	14,954
Purchase of long term investment in government securities	48,813
Proceeds from sale of long term investment in government fixed deposits	29,890
Proceeds from issue of right shares	20,727
Purchase of property, plant and equipment	9,041
Repayment of long term borrowings	7,885
Dividends paid	7,166
Depreciation and Amortisation expense	6956
Interest expenses	3,236
Direct tax paid	3,095
Decrease in trade receivables	2,824
Purchase of investment (long tem)	1850
Decrease in other current liabilities	1,519
Interest paid	1,116
[Increase] in inventories	1,010
Increase in trade payables	564
Decrease in other current assets	435
Interest income	325
Interest received	325
Profit on sale of investments	261
Proceeds from sale of property, plant and equipment	153
Loss on sale of property, plant and equipment	147

Dividend income	5
Dividend received	5
Cash & cash equivalent at the beginning of the year	7,788
From the above information prepare Cash flow statement(extract) for the year ended 31.03.2020	
Calculate Cash flow from operating activities	
Calculate Cash flow from investing activities	
Calculate Cash flow from financing activities	
Determine the cash & cash equivalent at the end of the year	

BOS	Commerce
Class	S.Y.B.Com.
Semester	III
Course Name	Management: Functions and Challenges Commerce- III
Course Code	PUCCM303
Type of Course	Major
Level of Course	Medium
No. of Credits	3

Course Objectives:

1. To understand the basic functions of management and their relevance in Business.
2. To inculcate among the learner an understanding of Organisation and change management.

Unit No.	Name of Unit	Topic No.	Contents	Hours
1	Introduction to Management	1.1	Management: Management- Concept, Nature, Functions, Managerial Skills & Competencies,	12
		1.2	Evolution of Management Thoughts- Classical Approach: Scientific Management – F. W. Taylor’s Contribution Classical Organisation Theory: Henri Fayol’s Principles, Neoclassical: Human Relations Approach – Elton Mayo’s Hawthorne experiments	
		1.3	Modern Management Approach- Quantitative Approach, System Approach, and Contingency Approach. Managerial roles based on Mintzberg theory, Indian Management Thoughts: Origin & Significance of Indian Ethos to Management.	
2	Planning & Organising	2.1	Planning – Meaning, Steps, Components. M.B.O -Process, Advantages, Management By Exception- Advantages	10

		2.2	Decision Making – Techniques, Essentials of a Sound Decision Making, Styles of decision making. Management Information System Concept, Components	
		2.3	Organising- Steps, Organisation Structures – Features of Line & Staff Organisation, Matrix Organisation, Virtual Organisation Departmentation --Meaning -Bases, Centralization v/s Decentralization	
3	Directing Controlling &	3.1	Delegation of Authority- Barriers to Delegation, Principles of effective Delegation, Span of Management- Factors ,Tall and Flat Organisation.	11
		3.2	Leadership- Concept, Styles, Qualities of a good leader. Motivation– Concept, Importance, Factors Influencing motivation Coordination: Concept, Importance	
		3.3	Directing and Controlling- Directing- Meaning, Importanceand Principles, Controlling –Concept, Steps, Techniques of Controlling	
4	Change Management	4.1	Perceptions: Features, Factor influencing Individual perception Attitude: Nature of Attitude, Functions of Attitude Personality: Determinants of Personality	12
		4.2	Conflict Management Techniques, Time Management Strategies, Johari Window	
		4.3	Change Management: Meaning, Process of Change Management, Resistance to Change: Meaning, Reasons of Resistance to change, Strategies for Coping resistance to change	
Total No. of Lectures				45

Course Outcomes:

1. Identify fundamentals of management discipline.
2. Describe the skills, Functions and roles of managers in the organisation.

3. Apply Planning, decision making techniques and organising skills for managing an organisation
4. Analyse delegation of authority, leadership and Techniques of Controlling for effective management.
5. Evaluate Individual perception, attitude, Conflict and time management in the organisation.
6. Formulate change management process and how to cope with the resistance to change.

Reference Books:

1. Management Today Principles & Practice- Gene Burton, Manab Thakur, Tata McGrawHill, Publishing Co.Ltd.
2. Management – James A.F. Stoner, Prentice Hall, Inc .U.S.A.
3. Management: Global Prospective –Heinz Weihrich & Harold Koontz, Tata McGrawHill, Publishing Co.Ltd.
4. Essential of Database Management Systems -Alexis Leon , Mathews Leon Vijay Nicole, Imprints Pvt Ltd.
5. Management –Task, Resp, Practices – Peta Druche “Willian Heinemann LTD

Case study

I	<p>Sarang Gupta is the MD of Dunlop Ltd. The Company had established a good name for it and had been doing well. It was known for timely completion of orders. The production manager, Ms Kiran was efficiently handling the processing of orders and had a team of fourteen motivated employees working under her. Unfortunately, Ms Kiran met with an accident. Sarang Gupta knew that in the absence of Ms Kiran, the company may not be able to meet the deadlines and it will lead to customer dissatisfaction, business loss and goodwill. So, he had a meeting with the employees in which accurate and speedy processing of orders was planned. Everybody agreed to work as a team because the behaviour of Sarang Gupta was positive towards the employees of the organisation. Hence everyone put extra effort and the targets were met in time. Not only this, Sarang visited Ms. Kiran and advised her to take sufficient rest.</p>
II	<p>In 1970 the Indian government made important decisions. Firstly it decided to allow domestic Small Scale units to produce generic versions of patented medicines. Pharmaceutical companies were eligible for huge incentives and state subsidies. 21st Century Medico Corporation produces and sells drugs all over the country. It also exports nearby percent of total production. The company's business is vast expanding but the company is facing severe market competition from Ayurvedic products which are cheaper and claim not to have any known side effects. At present the company has five functional departments viz., production, sales, finance, HR and R&D. The workers were allowed to take their own decisions. There is stiff competition in pharmaceutical industry, and the company has employed result-oriented sales staff. The business desires to bring about improvements in its organisational set ups. But there were certain obstacles faced while delegating.</p>

BOS	Business Economics
Class	S.Y.B.Com.
Semester	III
Course Name	Business Economics- III
Course Code	PUCCM304
Course Type	Major
Level of the Course	Medium
Credit points	3

Course Objectives:

1. To give students an insight into the dynamics of macroeconomics.
2. To familiarize the student with the generally accepted concepts, principles and theories of macroeconomics.

Unit No.	Name of the Unit	Topic No.	Contents	Hours
1	Introduction	1.1	Macroeconomics: Meaning, Scope and Importance. Circular flow of income -closed and open economy models	11
		1.2	National Income Concepts- Conventional GNP and NNP concepts, Green GDP, GDP Deflator, GVA, National Income and Economic Welfare	
		1.3	Trade Cycles: Features and Phases, Classical Macroeconomics : Say's Law of Markets - Features and Criticism	
2	Basic Concepts of Keynesian Economics	2.1	The Principle of Effective Demand: Aggregate Demand and Aggregate Supply, Concept of Consumption Function: Subjective & Objective Factors, Absolute, Relative and Life Cycle Income Hypothesis	11
		2.2	Investment: Concepts: Business Fixed Investment,	
			Residential Investment and Inventory Investment, Investment function and Marginal Efficiency of capital	

		2.3	Investment Multiplier effect on Income and Output: Assumptions, Working, Leakages, Criticism	
3	Money, Prices & Inflation	3.1	Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money	12
		3.2	Keynes theory of Demand for Money, Keynesian liquidity preference theory of interest	
		3.3	Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation, Inflationary Gap , Policy measures to curb inflation- Monetary policy and inflation targeting	
4	Post Keynesian Developments in Macro Economics	4.1	The IS-LM model of integration of commodity and money markets	11
		4.2	Inflation and unemployment : Phillips curve	
		4.3	Stagflation: meaning, causes, and consequences Supply side economics	
		Total number of Lectures		45

Course Outcomes:

1. Define the concepts of national income and investment.
2. Explain circular flow of income, principle of effective demand, consumption function and money supply.
3. Illustrate the working of multipliers.
4. Examine IS-LM model and Phillips curve.
5. Evaluate Say's Law, Keynes theory of demand for money and interest.
6. Create an example related to inflation and stagflation.

Reference Books:

1. Ackley.G. (1976), MacroEconomic Theory and Policy, Macmillan Publishing Co. New York.
2. Ahuja. H.L., Modern Economics, S.Chand Company Ltd. New Delhi.
3. Jhingan, M.L., Principles of Economics, Vrinda Publications (P) Ltd.
4. Dornbush , Rudiger, Fisher Stanley and Startz, Richards Macroeconomics, Nineth edition 2004 Tata-Mac Graw Hill, New Delhi.
5. Gregory .N. Mankiw, Macroeconomics, Fifth Edition (2002) New York:Worth Publishers.

6. Vaish .M.C. (2010) Macro Economic Theory 14th edition, Vikas Publishing House (P) Ltd.

Case study

I	<p>The business cycle since the year 2000 is a classic example. The expansion of activity happened between 2000 and 2007 was followed by the great recession from 2007 to 2009. It started with the easy access to bank loans and mortgages. Since new homebuyers could easily afford loans, they purchased them. More and more homebuyers kept purchasing home resulting in an increase in demand for homes. Thus, home prices started to increase. The Federal Reserve continued to lower the interest rate and the Federal Government put specific guarantees on mortgages, allowing banks to lend money even cheaper. Since the government guaranteed the banks' money, they couldn't lose their money and started lending to anyone.</p> <p>They started allowing people to take two and three mortgages on a single home because the housing prices kept increases. People used this money to buy boats and cars thus increasing economic activity even more. Since expansions and other phases in the economic cycle are measured in real GDP, this inflation gave a false impression of expansion, which led to over speculation. The peak of activity was in December 2007. At this point, people noticed what happened and housing prices started to fall. Additionally, the federal funds rate increased to combat excess borrowing causing interest payments on mortgages to increase. The increased interest rates coupled with the plummeting home prices left many homeowners with sub-prime loans that they would eventually default on. The economy contracted from late 2007 until 2009 when it bottomed out and began to rebound thus completing the entire cycle.</p>
II	<p>The neoclassical economists who emphasize the role of supply in the macroeconomy often refer to Say's law: supply creates its own demand. The reasoning behind Say's law is that each time output is produced and sold, the revenues represent an equivalent amount of income generated. This income allows the owners to purchase the amount of output that was produced. While widget workers may not want to spend their entire paycheck on widgets, they will want to buy something, if not what they produced then something some other workers produced. In the aggregate, supply creates its own demand, or more generally, aggregate supply drives the economy while aggregate demand responds passively.</p>

BOS	Commerce
Class	S.Y. B.Com.
Semester	III
Course Name	Advertising-I
Course Code	PUCCM305
Type of Course	Discipline Minor
Level of Course	Basic
No. of Credits	3

Course Objectives:

1. To understand the basics of Advertising subject, how ads are prepared etc
2. To know ethics & rules & regulations related to an Advertising sector and various career opportunities in an advertising field.

Unit No.	Name of Unit	Topic No.	Contents	Hours
1	Introduction to advertising	1.1	Concept, Features, Evolution of advertising, Active Participants, Benefits of advertising, Five M's of Advertising	11
		1.2	Classification of Ads & Geographic, Media, Target audience and Functions. Types of Advertising- consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising	
		1.3	Ethics and Laws in Advertising: Types of Unethical Ads, Regulatory & Authority for advertising: - Role of ASCI ,Doordarshan Code, History of IBF	
2	Advertising Agency	2.1	Ad Agency: Features, Structure an ad services offered, Types of advertising agencies, Agency selection criteria	10

		2.2	Agency & Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation	
		2.3	Careers in advertising: Skills required for a career in advertising, Various Career Options, Freelancing Career Options Graphics, Animation, Modelling, Dubbing. Topmost Five advertising agencies in India and famous advertisements designed by them	
3	Economic & Social Aspects of Advertising	3.1	Economic & Social Aspects: Effect of advertising on consumer demand, monopoly and competition, Price.	12
		3.2	Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture.	
		3.3	Pro bono/Social Advertising: History since 1947, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP) Prasar Bharati-Its wings for print, Radio, Broadcast	
4	Branding & Special purpose advertising	4.1	Definition Importance of branding, Difference between Brand and Product, Process of branding Brand Identity- Core Identity, Extended Identity, Brand Identity Trap	12
		4.2	Brand Repositioning- Meaning, Occasion of use, falling sales, Making the brand contemporary, New customers, changed market conditioning, Differentiating brands from competitors	
		4.3	Special purpose advertising: Rural advertising, Political advertising, Advocacy advertising, Corporate Image advertising, Green Advertising, Content Marketing, Retail advertising, lifestyle advertising, Guerrilla Advertising-Ambush Advertising, Viral Advertising Global Advertising	
Total lectures				45

Course Outcomes:

1. Identify various Ethics & laws applicable to the Advertising Industry
2. Illustrate the Structure of an Ad Agency

3. Examine Economical & Social aspects to advertising
4. Analyze the Importance of Branding
5. Evaluate various Career Options in Advertising
6. Design an advertisement for a specific product

Reference Books:

1. Advertising and Promotion: An Integrated Marketing Communications
2. Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
3. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
4. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma–Prentice Hall
6. Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson a. Education Limited

Case study:

<p>I</p>	<p>Introduced more than 120 years back, Coca-Cola is still the most sipped soda worldwide, with a staggering 1.9 billion servings daily spanning 200+ countries. Coca-Cola has colossal brand recognition as it targets every customer in the market. Its perfect marketing segmentation is a major reason behind its success. Coca-Cola sells its products globally and targets different cultures, customs, and climates. Coca-Cola employs different promotional and marketing strategies to survive the intense competition in the market. It spends up to \$4 million annually to promote its brand, utilizing both traditional and international mediums for advertisements. The recent 'Share a coke' campaign launched in almost fifty countries, has been quite a success. The images of celebrities of that region and messages according to the local language and culture of the area target the local market. With technological advancement, social media and online communication channels have become the most significant part of the Coca-Cola marketing strategy. It actively uses online digital marketing platforms like Facebook, Twitter, Instagram, YouTube, and Snapchat to post images, videos, and more. The Coca Cola marketing strategy primarily includes SEO, email marketing, content marketing, and video marketing.</p>
<p>II</p>	<p>Dabur India Limited is the fourth largest FMCG (fast moving consumer goods) company operating in India with a turnover of 5,322.9 million rupees. It operates under three business categories namely the consumer care division, consumer health care division and Dabur Foods Limited. Dabur announced the demerger of Dabur Foods Limited with DIL. The company's products are based on traditional medicine - 'Ayurveda'. Dabur's flagship brand Real fruit juice was launched in 1996 and the brand carved out a niche for itself amid mainstream players like Coca-Cola, Pepsi, Godrej, and Parle Agro by claiming to be the only fruit juice in packaged form that is 100% preservative free. Since 2005, there has been an</p>

increasing health consciousness among consumers for foods and beverages. Sensing this opportunity, Dabur repositioned its Real Activ as a health drink instead of fruit juice. This repositioning also meant that Real Activ would stop being a mass juice brand and cater to a niche market that accepts a premium health drink.

SEMESTER IV

BOS	Accountancy
Class	B.Com.
Semester	IV
Course Name	Financial Accounting – IV
Course Code	PUCCM401
Type of Course	Major
Level of the Course	Medium
Credit points	3

Course objectives:

1. To acquire knowledge about accounting for the company, redemption of preference shares and debentures.
2. To make students familiar with accounting software

Unit No.	Name of Unit	Topic No.	Contents	Hours
1	Introduction to Company Accounts	1.1	Types of Companies, Shares, Debentures, Share Capital, Reserves & Surplus, Types of Assets and Liabilities	14
		1.2	Issue of shares at par, premium and discount, over subscription and under subscription, forfeiture and reissue of forfeited shares.	
		1.3	IPO, Sweat equity, Employees stock option, ESCROW Account	
		1.4	Issue of debentures at par, premium and discount	
2	Redemption of Preference Shares	2.1	Provisions of the Companies Act (Section 55 of the Companies Act, 2013)	14
		2.2	Calculation of minimum fresh issue to provide the funds for redemption	
		2.3	Proceeds of fresh issue of shares and creation of Capital redemption reserve	

		2.4	Accounting treatment	
3	Redemption of Debentures	3.1	Provisions of Section 71 (1) and (4) of the Companies Act, 2013	14
		3.2	The Companies (Share Capital and Debentures) Rules, 2014	
		3.3	Terms of issue of debentures	
		3.4	Methods of Redemption of Debentures: Lump sum and payment in installments Conversion ,Journal entries and ledger	
4	Personal Investment Accounting	4.1	Variable income bearing securities – Equity shares Fixed income bearing securities – Debentures, Government bonds	14
		4.2	Purchase and sale of investments ex interest and cum interest, weighted cost of investment and calculation of profit or loss on sale of investment excluding brokerage	
		4.3	Columnar format for investment account	
5	Accounting with use of accounting Software	5.1	Basic formulas and formats to complete accounting transactions. Multiple worksheets to assemble financial statements.	4
		5.2	C. Ranges, cell references, and what-if analysis to prepare and analyze cash flow statements. D. AVERAGE, COUNT, MAX, MIN, and pivot tables to track and manage inventory with various costing methods.	
		5.3	E-Header footers, styles, data importing, and Conditional formatting to perform bank reconciliations E. IF functions, mixed references, HLOOKUP, and VLOOKUP to prepare payroll. F. Tables, sorting, filtering, SLN, SYD, and DDB to calculate depreciation expenses using various accounting methods.	

		5.4	HPV, PMT, FV, and basic macros to calculate bond amortization and prepare adjusting journal entries. I. Charts and graphs to illustrate financial ratios and analyze company performance. J. Goal seek, scenario	
			manager, and solver to prepare budgets, perform cost Analysis and Data Table	
Total Number of Lectures				60

Course outcomes:

1. Explain company, types of company, process of formation of company with regards to issue of shares, forfeiture, reissue of shares.
2. Perform accounting entries to give effect to redemption of preference shares, creation of capital redemption reserves and preparation of balance sheet after redemption.
3. Explain various provisions for redemption of debentures, methods of redemption.
4. Apply the steps in preparing Trading and profit and loss accounts to ascertain the pre and post incorporation profits.
5. Apply Preparation of balance sheet after incorporation of company.
6. Create reports of companies, ledger accounts, balance sheets using excel software.

Reference Books:

1. Advance Accounts by Shukla & Grewal, S. Chand and Company (P) Ltd., New Delhi
2. Advanced Accountancy by R. L Gupta and M Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
3. Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai.
4. Financial Accounting by P. C. Tulsian, Pearson Publications, New Delhi
Accounting Principles by Anthony, R.N. and Reece J.S., Richard Irwin Inc.
5. Financial Accounting by Monga, J.R. Ahuja, Girish Ahuja and Shehgal Ashok, Mayur Paper Back

Case study

I	Background: XYZ Ltd., a manufacturing company, issued 1,000 8% Redeemable Preference
----------	--

	<p>Shares of ₹100 each five years ago. The company now wishes to redeem these preference shares. The board of directors is evaluating the financial implications and the best method for redemption.</p> <p>Problem: The company needs to decide whether to redeem the preference shares using the proceeds from fresh equity issuance or from accumulated profits. The board is also concerned about the impact of redemption on the financial statements and shareholder value.</p>								
<p>II</p>	<p>Following is the available balances of Zeneth Ltd. located in Mumbai. Company wanted to redeem the preference shares at a premium. You are requested to guide the management of the company</p> <p>i) to decide what would be appropriate provision for redemption of preference shares that company can redeem.</p> <table data-bbox="354 621 1429 768"> <tr> <td>3000, 9% redeemable preference shares of Rs. 100 each Rs. 80 paid up</td> <td style="text-align: right;">3,00,000</td> </tr> <tr> <td>100,000 equity shares of Rs. 10 each fully paid</td> <td style="text-align: right;">10,00,000</td> </tr> <tr> <td>Security premium</td> <td style="text-align: right;">50,000</td> </tr> <tr> <td>General reserves</td> <td style="text-align: right;">1,00,000</td> </tr> </table> <p>For the purpose of redemption, the company decided to make an issue of such a number of equity shares of Rs. 10 each needed after making full utilisation of available reserves to the maximum extent.</p> <p>All money was duly received by the company.</p> <p>It was decided that preference shares are to be redeemed at a premium of 5%. Investment costing Rs. 120,000 was sold for Rs. 1,32,000.</p>	3000, 9% redeemable preference shares of Rs. 100 each Rs. 80 paid up	3,00,000	100,000 equity shares of Rs. 10 each fully paid	10,00,000	Security premium	50,000	General reserves	1,00,000
3000, 9% redeemable preference shares of Rs. 100 each Rs. 80 paid up	3,00,000								
100,000 equity shares of Rs. 10 each fully paid	10,00,000								
Security premium	50,000								
General reserves	1,00,000								

BOS	Accountancy
Class	S.Y. B. Com
Semester	IV
Course Name	Financial Accounting & Auditing VI - Auditing
Course Code	PUCCM402
Type of Course	Major
Level of Course	Basic
Credit points	3

Course Objectives:

- 1 To make students aware about the Concept of Auditing, Errors and Frauds, Various types of Auditing, Audit Planning, Audit Programme and Audit working Papers.
- 2 To make students aware about Test Checking, Audit Sampling, Internal Control Internal Audit, and Audit of Income, Expenditure, Assets, Liabilities and Audit Report.

Unit No.	Name of Unit	Topic No.	Contents	Hours
1.	Introduction to Auditing	1.1	Basics: Financial Statements, Users of Information, Definition of Auditing, Objectives of Auditing, Inherent limitations of Audit, Difference between Accounting and Auditing, Investigation and Auditing.	10
		1.2	Errors & 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. Principles of Audit, Materiality, True and Fair view.	
		1.3	Types of Audit : Meaning, Advantages, Disadvantages of Balance sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit and	
2.	Audit Planning, Procedures and Documentation	2.1	Audit Planning :Meaning, Objectives, Factors to be considered, Sources of obtaining information, Discussion with Client, Overall Audit Approach	15

		2.2	Audit Program :Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work, Instruction before commencing Work, Overall Audit Approach.	
		2.3	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.	
3.	Auditing Techniques and Internal Audit	3.1	Test Check :Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test Checks can be used, advantages, disadvantages, precautions. Audit Sampling :Audit Sampling, meaning, purpose, factors in determining sample size	15
		3.2	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.	
		3.3	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	
4.	Vouching, Verification	4.1	Audit of Income : Cash Sales, Sales on Approval, Rental Receipts, Interest and Dividends Received Audit of Expenditure: Purchases, Purchase Returns, Salaries and Wages, Rent, Insurance Premium, Telephone expense Postage and Courier, Petty Cash Expenses, Advertisement, Interest Expense	15
		4.2	Audit of Assets Book Debts / Debtors, Stocks & liabilities : Auditors General Duties; Patterns, Dies and Spare Parts, Quoted Investments and Unquoted Investment TradeMarks / Copyrights Patents Know-How Plant and Machinery Land and	

			Buildings Furniture and Fixtures. Audit of Liabilities : Outstanding Expenses, Bills Payable Secured loans Unsecured Loans.	
5.	Audit report	5.1	Reporting requirement under the Companies Act, Qualifications in Audit Report, Disclaimers in Audit Report, Adverse Opinion, Disclosures, Reports & Certificate	05
			Total Number of Lectures	60

Course Outcome:

1. Explain the basic concept of Auditing, its objective and use of audit in the field of business.
2. Describe the Concept of error and fraud in detail with its implications.
3. Demonstrate the planning for audit and analyze the in-depth contents of program and audit working papers.
4. Outline the techniques of audit, test checking, audit Sampling, and internal control.
5. Apply the techniques for audit of income and expenditure and checking of assets and liabilities.
6. Specify the contents of Audit Report and its Significance for Company as well as outsiders.

Reference Books:

1. Study material executive programme Company Accounts and Auditing Practices ICSI.
2. Fundamentals of Auditing, Kamal Gupta, Ashok Arora, Tata McGraw Hill Education Limited.
3. Contemporary Auditing: Kamal Gupta, Tata McGraw Hill Education Limited.
4. Financial Accounting for Management" by Ambrish Gupta and Maheshwari
5. Financial Accounting" by Tulsian
6. Advanced Accountancy" by S.N. Maheshwari and S.K. Maheshwari

Case study

I	XYZ Corporation is a multinational company operating in the manufacturing sector. The company has a diverse range of products and operates in various regions globally. As part of regular financial practices, XYZ Corporation undergoes an annual audit to ensure compliance, transparency, and accuracy in financial reporting. publicly traded company, engages an external audit firm to ensure the accuracy and transparency of its financial statements. The auditing process involves various duties that the auditors must perform diligently.
II	ABC Corporation is a multinational company with operations spanning various countries

	<p>and industries. The company is engaged in the manufacturing and distribution of consumer electronics, automotive components, and renewable energy solutions. The company has been in operation for several years and has a stable customer base. ABC Corporation has a complex organizational structure, with subsidiaries and joint ventures in different regions. The company is listed on multiple stock exchanges, and its financial statements are subject to rigorous scrutiny from regulatory bodies. As part of their annual financial reporting requirements, they have engaged an external audit firm, 'Grow' Auditors, to conduct an audit of their financial statements.</p>
--	---

BOS	Commerce
Class	S.Y. B.Com.
Semester	IV
Course Name	Management: Production and Finance Commerce IV
Course Code	PUCCM403
Type of Course	Major
Level of Course	Medium
No. of Credits	3

Course Objectives:

1. To understand the basic concepts in Production Productivity, quality and inventory management and their relevance in Business.
2. To articulate basic understanding of Indian financial markets, credit rating agencies and working of mutual funds.

Unit No.	Name of Unit	Topic No.	Contents	Hours
1	Production & Inventory Management	1.1	Production Management: Objectives, Scope Production Planning & Control: Steps, Functions of PPC	11
		1.2	Production Systems: Concept, Types: Continuous and Intermittent. Productivity: Concept, Factors Influencing Techniques to improve Productivity.	
		1.3	Inventory Management: Objectives, Inventory Control-Techniques. Materials Management: Meaning, Functions	
2	Quality Management	2.1	Introduction to Quality: Dimensions of Quality, Quality Management- Meaning, Principles of quality management, Quality Circle: Features	10
		2.2	Quality Management Tools: TQM – Meaning, Principles of TQM, Six Sigma – Process, techniques ISO 9000 series, Kaizen – Principles	

		2.3	Service Quality Management: Importance, SERVQUAL Model, Methods for Measuring Service Quality	
3	Indian Financial System	3.1	Indian Financial Market: Structure, Primary Market – IPO Procedure, Dematerialisation: Process, Role of Depositories: NSDL and CDSL	12
		3.2	SEBI: Functions of SEBI, Investor’s protection measures of SEBI. Stock Exchange – Functions, Stock Indices	
		3.3	Credit Rating: Advantages, Credit Rating Agencies in India - CRISIL, CARE & ICRA	
4	Recent Trends in Finance	4.1	Mutual Funds- Meaning, Advantages & limitations, Types, Factors responsible for growth of mutual funds –Systematic Investment Plan.	12
		4.2	Commodity Market: Meaning, Categories, Derivatives Market: Types, Participants, Types of Derivative Instruments.	
		4.3	Start-up Ventures –Concept, Sources of Funding Merchant Banking- Meaning, Functions Performed by Merchant Bankers, Portfolio Management- Meaning, Strategies	
			Total Number of Lectures	45

Course Outcomes:

1. Identify fundamentals of Production management.
2. Describe Productivity, Inventory management and Functions of Materials management.
3. Apply dimensions of quality, quality management tools and Service quality management skills for managing quality standards in an organization.
4. Analyse Indian financial markets, IPO procedure and SEBI’s investors protection measures for safety of the investors.
5. Appraise Credit rating agencies, types and growth of Mutual funds in India.
6. Specify types of derivative instruments, start-ups, functions of merchant banking and portfolio management for investment.

Reference Books:

1. Production and Operations Management –Prof L.C.Jhamb, Event Publishing House.
2. Production Planning & Control- Prof L.C.Jhamb, Event Publishing House
3. Production & Operation Management (Text & Cases)- K.Ashwathappa& G.Sudeshana
4. Reddy, Himalaya Publication.
5. The Indian Financial System and Financial Market Operator-Vasant Desai, Himalaya Publishing
6. Indian Financial System – M.Y. Khan, Tata McGraw –Hill

Case study

I	Sam Ltd discovered the fact that the sales of their cars were slowing down. This was mainly because of the defects in the cars due to the wear and tear in the machine that made the parts. However due to the loss of market share it decided to change the working pattern of the plant. All workers were assigned specific tasks. They were also instructed to maintain a record of the machine upkeep and its maintenance on a regular basis. As a part of maintenance machines were cleaned on a regular basis. Worn out parts were replaced by the new ones. Special covers were installed to protect the machines from dust. Any irregularity in the upkeep of the machine started to be reported immediately. Due to all these efforts on the part of Sam Ltd manufacturing its sales improved drastically and today has become the largest manufacturer of cars.
II	SEBI has imposed a penalty of 7269.5 crore on pearls Agrotech Corporation Limited (PACL) and its four directors- Tarlochan Singh, Sukudev Singh , Gurmeet Singh, and Subrata Bhattacharya who had mobilized funds from the general public through illegal collective investments schemes in the name of purchase and development of agriculture land. While imposing the penalty, the biggest in its history, securities and exchange boards of India said the company deserved the maximum penalty for duping the common man. Its prevention of Fraudulent and Unfair Trade Practices Regulations provides for severe to severe penalties for dealing with such violation. As per SEBI norms, it can impose penalty of 25 crore or three times of the profit made by indulging in Fraudulent and unfair trade practices of the illicit gains. In the context of the above case:

BOS	Business Economics
Class	S.Y.B.Com.
Semester	IV
Course Name	Business Economics- IV
Course Code	PUCCM404
Course Type	Major
Level of the Course	Medium
Credit points	3

Course Objectives:

1. To develop an understanding among the students about public finance.
2. To introduce the students to the public sector reforms with a focus on public finance issues.

Unit No.	Name of the Unit	Topic No.	Contents	Hours
1	Introduction to Public Finance	1.1	Public Finance: Meaning & Scope, Principles of Sound and Functional Finance	11
		1.2	Principle of Maximum Social Advantage: Dalton and Musgrave Version	
		1.3	Market Failures and Role of the Government	
2	Public Revenue	2.1	Sources of Public Revenue: Tax and Non-tax Revenue	12
		2.2	Canons of Taxation, Tax Base and Rates of Taxation: Proportional, Progressive and Regressive Taxation.	
		2.3	Impact and Incidence of Taxation, Shifting of tax burden, Factors influencing Incidence of Taxation, Economic Effects of Taxation	

3	Public Expenditure & Public Debt	3.1	Public Expenditure: Canons & Classification,	11
		3.2	Causes & Effects of Public Expenditure	
		3.3	Public Debt: Classification - Burden of Debt, Methods of Debt Redemption	
4	Fiscal Management & Financial Administration	4.1	Objectives & Instruments of Fiscal Policy Understanding the Budget Process	11
		4.2	Deficit Concepts-Fiscal Responsibility and Budget Management Act	
		4.3	Fiscal Federalism and Fiscal Decentralization, 15th Finance Commission Recommendations	
			Total number of Lectures	45

Course Outcome:

1. Describe the scope of public finance.
2. Discuss market failures and the role of the government in the economy.
3. Examine the various sources and ideas in the study of public revenue.
4. Explain the various aspects of public expenditure and public debt.
5. Assess fiscal management and budgetary measures.
6. Create a thought process towards fiscal federalism and fiscal decentralisation.

Reference Books:

1. Mithani, D. M. (1998) : Modern Public Finance, Himalaya Publishing House, Mumbai
2. Jha, R. (1998) : Modern Public Economics, Route Ledge, London
3. Hajela T.N.: Public Finance – Ane Books Pvt.Ltd
4. Bhatia H. L.: Public Finance. Vikas Publishing House Pvt. Ltd.
5. Ahuja H.L.: Modern Economics, 19th edition, 2015, S.Chand & co Pvt Ltd, New Delhi.

Case study

I	A municipal government is preparing its annual budget amidst competing priorities and limited resources. Government is facing fiscal constraints and public pressure to address pressing social and economic issues in its upcoming budget. Meanwhile government is dissatisfied with the allocation of funds proposed by the 15th Finance Commission, arguing that it does not adequately address the state's developmental needs and fiscal
----------	---

	<p>challenges. The country operates under a federal system where both the central and provincial governments have significant autonomy in fiscal matters. However, there have been ongoing debates and challenges regarding the distribution of fiscal powers, revenue-sharing mechanisms, and intergovernmental relations.</p>
II	<p>Nationville, a diverse and rapidly growing country, is facing economic challenges that require strategic fiscal management. A newly elected government is reviewing the existing provisions of the FRBM Act with the aim of amending certain clauses to better align fiscal policy with the country's developmental goal. A group of economists and policymakers are debating the effectiveness of the FRBM Act in achieving its objectives of fiscal discipline and debt sustainability. A local government is facing difficulties in implementing its development projects due to limited financial resources and increased reliance on central grants following the recommendations of the 15th Finance Commission.</p>

BOS	Commerce
Class	S.Y.B.Com.
Semester	IV
Course Name	Advertising-II
Course Code	PUCCM405
Type of Course	Discipline Minor
Level of Course	Medium
No. of Credits	3

Course Objectives:

1. To know more about Social Media advertising
2. To understand evaluation of an Advertisement and to develop Creative skills required for preparation of an ad.

Unit No.	Name of Unit	Topic No.	Contents	Hours
1	Media in Advertising	1.1	Traditional Media: Print, Broadcasting, Out-Of- Home advertising and films - advantages and limitations of all the above traditional media, New Age Media-Types of Internet Ads	11
		1.2	Digital Marketing Strategy-Exploring Digital Marketing, Starting with the Website Foundation of Analytics	
		1.3	Search Engine Optimization Search and Display Marketing Social Media Marketing : Marketing and monetizing on YouTube – Customize your YouTube Channel – Video optimization on YouTube	
2	Planning Advertising Campaigns	2.1	Advertising Campaign: Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model	11

		2.2	Advertising Budgets: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs	
		2.3	Media Planning- Concept, Process, Factors considered while selecting media, Media Scheduling Strategies and Media Buying-Concept, Types	
3	Fundamentals of Creativity in Advertising	3.1	Creativity: Concept and Importance, Concept of Creative Brief, Techniques of Visualization, , Concept of Unique Selling Proposition, Buying Motives - Type	11
		3.2	Creative aspects: - Elements of Layout, Principles	
		3.3	Creativity through Endorsements: Endorsers, Types, Celebrity Endorsements – Advantages and Limitations, Selling Points- Features, Appeals – Types	
4	Ad design and Evaluation of Advertising	4.1	Understanding Design: Design as a language of emotions/ Communication. Introduction to Negative space & its use: Creative use/ Finding shape within/ Adding a meaning.	12
		4.2	Introduction to Optical illusions Introduction to Word expression Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class	
		4.3	Evaluation: Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives	
	Total number of Lectures			45

Course Outcomes:

1. Find out various Media available in advertising
2. Interpret role & Importance of Digital Marketing in an advertising field
3. Plan for an Ad Budget
4. Examine various Elements of Layout & its importance
5. Evaluate an Ad with help of various methods of Evaluation
6. Learn to develop an Advertisement considering all aspects of an ad

Reference Books:

1. Advertising and Promotion: An Integrated Marketing Communications
2. Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
3. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
4. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma
6. Prentice Hall Advertising, 10th Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson

Case study

I	<p>Coca-Cola India adopted an innovative two-pronged approach in 2002 to gain a foothold in rural markets. It devised an innovative pricing strategy to attract price sensitive rural consumers, which was backed by the rural-centric & Thanda MATLAB Coca-Cola marketing campaign featuring the Bollywood star, Aamir Khan. Adopting an aggressive pricing strategy, the company reduced the price of a 200-ml bottle by half to INR 5 a psychological price point which worked in favour of the brand. A higher price than this means a consumer has to shell out a 10-rupee note which they tend to spend entirely, already having spent INR 7-8 on other bottles of Coca-Cola. This is why most rural consumers refrained from buying cold drinks in the past. Coinage pricing (at INR 5) addresses this psychological barrier. The use of the Hindi word Thanda - meaning cold- in the marketing slogan clearly established that Coca-Cola was actively wooing the rural consumer. The combination of clever pricing and astute marketing worked to Coca-Cola's advantage in rural markets. The accompanying video shows how Coca-Cola used its pricing strategy effectively to gain impressive growth in rural markets. It also describes how the products were distributed in remote rural markets to meet the consumer demand generated through the campaign. The low-price spurred sales and the 200-ml bottle created a new market by driving adoption of packaged beverages in rural India. Discussion</p>
II	<p>First, it was Dove's 'Real Beauty Sketches'. Next, it was P&G's #LikeAGirl campaign. And then, femvertising all around, including India. Femvertising is a format of advertising that employs pro-female talent, messages and imagery to empower women and girls. With several femvertisements winning awards (Glass Lion) and accolades at Cannes Lion International Festival of Creativity, the 'Girl Power' seemed to have found a new lexicon of advertising for the discerning consumer. Suddenly, 'Sex Sells' seems to have been replaced by 'Girl Power'. Several global brands – Toyota, Nationwide Insurance, P&G, etc. – have demonstrated the true power of femvertising with girls' self-esteem. In India too, several femvertisements – Deepika Padukone's 'My Choice' video for Vogue, Radhika Apte's video for Anouk, Ariel's 'Share the Load' campaign, etc. – have set in motion the debate on the true spirit of femvertising.</p>