

Ahmednagar Jilha Maratha Vidya Prasarak Samaj'
New Arts, Commerce, and Science College, Ahmednagar
(Autonomous)
(Affiliated to Savitribai Phule Pune University, Pune)



National Education Policy (NEP)
Choice Based Credit System (CBCS)

Programme Framework
B.Com. Marketing (Major)

Implemented from
Academic Year 2023-24

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)

Board of studies in Commerce and Management

Sr. No.	Name	Designation
1.	Dr. S. B. Kalamkar	Chairman
2.	Dr. B. N. Murtadak	Member
3.	Dr. M.P. Waghmare	Member
4.	Dr. N. B. Goyal	Member
5.	Dr. V. R. Humbe	Academic Council Nominee
6.	Dr. M. M. Deshmukh	Academic Council Nominee
7.	Dr. P. V. Sahte	Vice- Chancellor Nominee
8.	Prof. M. N. Tapkire	Alumni
9.	Mrs. Vanita Shripat	Industry Expert
10.	Prof. S. A. Tarte	Member(co-opt)
11.	Prof. S.D. Bankar	Member(co-opt)
12.	Dr. N. L. Vikhe	Member(co-opt)
13.	Prof. S. S. Nimbalkar	Member(co-opt)

New Arts, Commerce and Science College, Ahmednagar (Autonomous)

Board of studies in Costing, Accounting, taxation and Law

Sr. No.	Name	Designation
1.	Dr. B. N. Murtadak	Chairman
2.	Dr. S. B. Kalamkar	Member
3.	Dr. M.P. Waghmare	Member
4.	Dr. N. B. Goyal	Member
5.	Dr. H. B. Goyal	Academic Council Nominee
6.	Dr. S. D. Talekar	Academic Council Nominee
7.	Dr. M.D. Sayyed	Vice- Chancellor Nominee
8.	Mr. Tejas A. Joshi	Alumni
9.	CA Prasad Puranikt	Industry Expert
10.	Dr. A. V. Adsure	Member(co-opt)
11.	Prof. P. V. Kale	Member(co-opt)

1. Prologue/ Introduction of the programme:

The Bachelor of Commerce (B.Com) Program is a three-year degree program offered by the college with a view to impart in-depth knowledge and broad understanding of commerce. The objective of the program is to produce graduates equipped with the knowledge, skills and attitude to meet the challenges of the modern day business organizations. In this global era, it has become inevitable to prepare minds for the future by providing quality higher education. Though quality may be viewed through different lenses, B.Com. The programme is designed to enable and empower students to acquire knowledge, skills and abilities to analyse and synthesize the contemporary realities pertaining to the domain of business. This course not only provides for maintaining and sustaining existing businesses in the face of violent winds of change and competition but also a desperately needed perspective of sustainable growth. This programme aims at instilling conceptual understanding to equip students to deal with business realities of today and prepares them to drive and face the challenge of tomorrow. It also exposes the students to the world of technology and digitization in the relevant field as envisaged by the scholars and policymakers. This course is designed to help cultivating entrepreneurial mindset and skills.

Commerce education is entirely different from other disciplines. Hence, it must charter course routes to service the aspirations of the nation. To meet the growing needs of the business society, there is greater demand for sound development of commerce education. The relevance of commerce education has become more imperative, this means a marked change in the way commerce and management education is perceived in India. The Commerce education is dedicated to developing tomorrow's leaders, managers, and professionals.

Bachelor of Commerce programme is a progressive programme that caters to the needs of commerce aspirants who desire to build their professional competence on a higher position with specialized knowledge in the field of Commerce. The three-year B.Com degree programme is divided into six semesters and is designed as per the Choice Based Credit System (CBCS) model curriculum prescribed by UGC. It includes core papers, discipline-specific electives, generic electives and skill enhancement courses. Students are required to complete practical and add on courses. The aspirants can select their specialization in the subject of Cost and Works Accounting or Marketing Management as per their choice.

2. Programme Outcomes (POs)

1. The students will be able to develop academic expertise in a global context in the discipline.
2. This program could provide Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Warehousing etc., well trained professionals to meet their requirements.
3. Capability of the students to make decisions at personal & professional level will increase after completion of this course.
4. The knowledge of different specializations in Accounting, costing, banking and finance with the practical exposure helps the students to stand in organization.
5. This degree course intends to inculcate attitudes and character that will help students evolve into sensitive and technically sound future business leaders and aims at enhancing employability options of the students.

6. The curriculum helps instill learnability among students for upskilling and reskilling even in later part of life.
7. It will develop critical thinking abilities of the students along with ethical values.
8. The course will nurture skills to contribute effectively towards societal

Credit Distribution: B.Com. Marketing (Major) including Minor and OE and other courses.

	Type of Courses	III Yr	IV Yrs (Honours)	IV Yrs Research
Major Marathi	Discipline-Specific Courses (DSC)	46	74	66
	Discipline Specific Elective (DSE)	08	16	16
	Skill Enhancement Courses (SEC)	06	06	06
	Vocational Skill Courses (VSC)	08	08	08
	On-Job Training (OJT)	04	08	04
	Field Project (FP)	04	04	04
	Community Engagement and Service (CEP)	02	02	02
	Research project	00	00	12
	Research Methodology	00	04	04
	Indian Knowledge System	02	02	02
	Total (I, II and III Year)	80	124	124
Minor	Minor	20	20	20
Other Courses	Open Elective (OE)/ Multidisciplinary Courses	12	12	12
	Co-Curricular Courses	08	08	08
	Ability Enhancement Courses	08	08	08
	Value Education Courses	04	04	04
	Total	132	176	176

B. Com. Programme Framework: Credit Distribution

			D S C	D S E	SEC	V S C	FP/ OJT /IN/CEP	I K S							
I	I	4.5	06	-	02	-	-	02	03	03		02	02	02	22
I	II	4.5	06	-	02	02	-	-	03	03	-	02	02	02	22
Exit Option: Award of UG Certificate in Major with 44 credits and an additional 4 credit core NSQF course /Internship or Continue with Major and Minor															
II	III	5.0	08	-	02	-	FP-02	-	03	03	-	02	02	-	22
II	IV	5.0	08	-	00	02	CEP-02	-	03	03	-	02	02	-	22
Exit Option: Award of UG Diploma in Major with 88 credits and an additional 4 credit core NSQF course /Internship or Continue with Major and Minor															
III	V	5.5	10	04	-	02	FP-02	-	04	-	-	-	-	-	22
III	VI	5.5	08	04	-	02	OJT-04	-	04	-	-	-	-	-	22
								-							
Exit Option: Award of 3-Yr UG Degree in Major and Minor with 132 credits or continue with Major for a 4-year Degree															

IV	VII	6.0	14	04	RM:04	-	-	-	-	-	-	-	-	22
IV	VII I	6.0	14	04	-	-	OJT-04	-	-	-	-	-	-	22
4-Yr UG Degree (Honours) with Major and Minor with 176 credits														
IV	VII	6.0	10	04	RM:04	-	RP-04	-	-	-	-	-	-	22
IV	VII I	6.0	10	04	-	-	RP-08	-	-	-	-	-	-	22
4-Yr UG Degree (Honours with Research) with Major and Minor with 176 credits														

B.Com. Programme Framework: Course Distribution

Y e a r	Se me ste r	L e v e l	Major						M i n o r	O E	C C	A E C	V E C	T o t a l
			D S C	D S E	SEC	VS C	F P/ O J T /IN/ CEP	I K S						
I	I	4.5	02	-	01	-	-	01	01	01	01	01	01	09
I	II	4.5	02	-	01	01	-	-	01	01	01	01	01	09
Exit Option: Award of UG Certificate in Major with 44 credits and an additional 4 credit core NSQF Course /Internship or Continue with Major and Minor														
II	III	5.0	03	-	01	-	01	-	01	01	01	01	-	09
II	IV	5.0	03	-	-	01	01	-	01	01	01	01	-	09
Exit Option: Award of UG Diploma in Major with 88 credits and an additional 4 credit core NSQF Course /Internship or Continue with Major and Minor														
III	V	5.5	03	01	-	01	01	-	01	-	-	-	-	07
III	VI	5.5	02	01	-	01	01	-	01	-	-	-	-	06
Exit Option: Award of 3-Yr UG Degree in Major and Minor with 132 credits or continue with Major for a 4-year Degree														
IV	VII	6.0	04	01	RM:01	-	-	-	-	-	-	-	-	06
IV	VIII	6.0	04	01	-	-	01	-	-	-	-	-	-	06
4-Yr UG Degree (Honours) with Major with 176 credits														
IV	VII	6.0	03	01	RM:01	-	01	-	-	-	-	-	-	06
IV	VIII	6.0	03	01	-	-	01	-	-	-	-	-	-	05
4-Yr UG Degree (Honours with Research) with Major with 176 credits														

Programme Framework (Course Distribution): B.Com. (Marketing) (Major)

Year	Semester	Level	Major		SEC	VSC	FP/OJT /IN/CEP	IKS
			DSC	DSE				
I	I	4.5	02	00	01	00	00	01
I	II	4.5	02	00	01	01	00	-
II	III	5.0	03	00	01	00	FP-01	-
II	IV	5.0	03	00	00	01	CEP-01	-
III	V	5.5	03	01	00	01	FP-01	-
III	VI	5.5	02	01	00	01	OJT-01	-
IV	VII	6.0	04	01	RM:01	00	-	-
IV	VIII	6.0	04	01	00	00	OJT-01	-
IV	VII	6.0	03	01	RM:01	00	RP-01	-
IV	VIII	6.0	03	01	00	00	RP-01	-

Programme Framework (Credit Distribution): B.Com. (Marketing) (Major)

Year	Semester	Level	Major					
			DSC	DSE	SEC	VSC	FP/OJT /IN/CEP	IKS
I	I	4.5	06	00	02	00	00	02
I	II	4.5	06	00	02	02	00	-
Exit Option: Award of UG Certificate with 44 credits and an additional 4 credit core NSQF course /Internship or Continue with Major and Minor								
II	III	5.0	08	00	02	00	FP-02	-
II	IV	5.0	08	00	00	02	CEP-02	-
Exit Option: Award of UG Diploma with 88 credits and an additional 4 credit core NSQF course /Internship or Continue with Major and Minor								
III	V	5.5	10	04	00	02	FP-02	-
III	VI	5.5	08	04	00	02	OJT-04	-
Exit Option: Award of UG Degree in Major and Minor with 132 credits or continue with a Major for 4-year Degree with honours or honours with research								
IV	VII	6.0	14	04	RM:04	00	00	-
IV	VIII	6.0	14	04	00	00	OJT-04	-
4-year Degree (Honours)								
IV	VII	6.0	10	04	RM:04	00	RP-04	-
IV	VIII	6.0	10	04	00	00	RP-08	-
4-year Degree (Honours with Research)								

Programme Framework (Courses and Credits): B. Com. Marketing (Major)

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	DSC-1	BCOM-MR 111T	Marketing & Salesmanship-I	03
2.	I	I	4.5	DSC-2	BCOM-MR 112T	Banking and Finance-I	03
3.	I	I	4.5	SEC-1	BCOM-MR 113P	Digital Marketing-I (Practical)	02
4.	I	I	4.5	IKS-1	BCOM-MR 114T	Commerce in Ancient India (IKS)	02
5.	I	II	4.5	DSC-3	BCOM-MR 121T	Marketing & Salesmanship-II	03
6.	I	II	4.5	DSC-4	BCOM-MR 122T	Banking and Finance-II	03
7.	I	II	4.5	SEC-2	BCOM-MR 123P	Digital Marketing-II (Practical)	02
8.	I	II	4.5	VSC-1	BCOM-MR 124T	Soft Skill Development	02
9.	II	III	5.0	DSC-5	BCOM-MR 231T	Marketing Management-I	03
10.	II	III	5.0	DSC-6	BCOM-MR 232T	Principles and Practices of Management	03
11.	II	III	5.0	DSC-7	BCOM-MR 233T	Business Environment	02
12.	II	III	5.0	SEC-3	BCOM-MR 234P	Marketing Management-I (Practical)	02
13.	II	III	5.0	FP-01	BCOM-MR 235T	Field Project-I	02
14.	II	IV	5.0	DSC-8	BCOM-MR 241T	Marketing Management-I I	03
15.	II	IV	5.0	DSC-9	BCOM-MR 242T	Company Law	03
16.	II	IV	5.0	DSC-10	BCOM-MR 243T	Business Communication	02
17.	II	IV	5.0	VSC-2	BCOM-MR 244P	Marketing Management-II (Practical)	02
18.	II	IV	5.0	CEP-01	BCOM-MR 245T	Community Engagement and Service	02
19.	III	V	5.5	DSC-11	BCOM-MR 351T	Advanced Marketing-I	04
20.	III	V	5.5	DSC-12	BCOM-MR 352T	Business Regulatory Framework (M.Law)	04

21.	III	V	5.5	DSC-13	BCOM-MR 353T	Auditing and Assurance	02
22.	III	V	5.5	DSE-01	BCOM-MR 354T	A. Human Resource Management B. Organisational Behaviour	04
23.	III	V	5.5	VSC-3	BCOM-MR 355P	Auditing and Assurance (Practical)	02
24.	III	V	5.5	FP-02	BCOM-MR 356P	Filed Project-II	02
25.	III	VI	5.5	DSC-14	BCOM-MR 361T	Advanced Marketing-II	04
26.	III	VI	5.5	DSC-15	BCOM-MR 362T	Taxation	04
27.	III	VI	5.5	DSE-2	BCOM-MR 363T	A. Investing in Stock Market B. Capital Market and Financial Services	04
28.	III	VI	5.5	VSC-4	BCOM-MR 364P	Taxation (Practical)	02
29.	III	VI	5.5	OJT-01	BCOM-MR 365T	On Job Training	04

B. Com. Marketing (Honours)

30.	IV	VII	6.0	DSC-16	BCOM-MR 471T	Management Accounting	04
31.	IV	VII	6.0	DSC-17	BCOM-MR 472T	Strategic Management	04
32.	IV	VII	6.0	DSC-18	BCOM-MR 473T	Advanced Cost Accounting	04
33.	IV	VII	6.0	DSC-19	BCOM-MR 474T	Financial Planning	02
34.	IV	VII	6.0	DSE-03	BCOM-MR 475T	A. Advanced Auditing B. Costing Technique Examinations and Responsibility Accounting	04

						C. Marketing Techniques	
35.	IV	VII	6.0	RM-01	BCOM-MR 476T	Research Methodology	04
36.	IV	VIII	6.0	DSC-20	BCOM-MR 481T	Financial Analysis and Control	04
37.	IV	VIII	6.0	DSC-21	BCOM-MR 482T	Industrial Economics	04
38.	IV	VIII	6.0	DSC-22	BCOM-MR 483T	Application of Cost Accounting	04
39.	IV	VIII	6.0	DSC-23	BCOM-MR 484T	Organisational Behaviour	02
40.	IV	VIII	6.0	DSE-04	BCOM-MR 485T	A. Business Taxation B. Cost Control and Cost System C. Service Marketing	04
41.	IV	VIII	6.0	OJT-02	BCOM-MR 486T	On Job Training / Internship	04

B. Com. Marketing` (Honours with Research)

1.	IV	VII	6.0	DSC-16	BCOM-MR 471T	Management Accounting	04
2.	IV	VII	6.0	DSC-17	BCOM-MR 472T	Strategic Management	04
3.	IV	VII	6.0	DSC-18	BCOM-MR 473T	Financial Reporting	02
4.	IV	VII	6.0	DSE-03	BCOM-MR 475T	A. Advanced Auditing B. Costing Technique Examinations and Responsibility Accounting C. Marketing Techniques	04
5.	IV	VII	6.0	RM-01	BCOM-MR 476T	Research Methodology	04

6.	IV	VII	6.0	RP-01	BCOM-MR 477T	Research Project-I	04
7.	IV	VIII	6.0	DSC-19	BCOM-MR 481T	Financial Analysis and Control	04
8.	IV	VIII	6.0	DSC-20	BCOM-MR 482T	Industrial Economics	04
9.	IV	VIII	6.0	DSC-21	BCOM-MR 483T	Application of Cost Accounting	02
10.	IV	VIII	6.0	DSE-04	BCOM-MR 485T	A. Business Taxation B. Cost Control and Cost System C. Service Marketing	04
11.	IV	VIII	6.0	PR-02	BCOM-MR 486T	Research Project-II	08

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Syllabus
B. Com. Marketing (Major)

Title of the Course: Marketing and Salesmanship-I								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI E	ES E	Total
DSC-1	BCOM-MR 111T	03	00	03	45	30	70	100

Learning Objectives:

1. Enhance basic knowledge of marketing concepts and principles among students.
2. Provide an understanding of market segmentation and the marketing mix, including product, price, promotion, and distribution.
3. Develop knowledge and skills related to product and price mix, including product development, pricing strategies, and product mix analysis.
4. Acquire knowledge and apply various techniques of promotion, including advertising, sales promotion, public relations, and digital marketing.

Course Outcomes (Cos)

1. It will enhance the basic knowledge of marketing and Marketing among students.
2. It will give an insight into the basic knowledge of market segmentation and marketing mix.
3. It will develop the knowledge of product and price mix and develop the skills of Pricing the product along with gaining knowledge on Product Mix
4. It will help students to apply the various techniques of Promotion and understand the various channels of distribution

Detailed Syllabus:

Unit I: Introduction to Market and Marketing

(11)

- Meaning and Definition of Market, Marketing and Marketing Management
- Classification of Markets
- Marketing Concept: Traditional and Modern
- Importance of Marketing
- Functions of Marketing: Buying, Selling, Assembling, Storage, Transportation, Standardization, Grading, Branding, Advertising, Packaging, Labeling, Insurance, Marketing Finance, Marketing Risk, Market Research and Marketing Information.
- Selling vs. Marketing

Unit II: Market Segmentation and Marketing Mix

(10)

A. Market Segmentation: -

1. Introduction
2. Meaning and Definition
3. Types of Market Segmentation
4. Bases for Segmentation
5. Importance
6. Limitations
7. Qualities of good segmentation

B. Marketing Mix: -

1. Introduction
2. Meaning & Definition
3. Elements of Marketing Mix- Product, Price, Place and Promotion
4. Importance of Marketing Mix

Unit III: Product Mix and Price Mix

(12)

A. Product Mix

1. Meaning and Definition- Product and Product Mix
2. Product Classification
3. Product Line and Product Mix
4. Product Life Cycle
5. Factors Considered for Product Management

B. Price Mix

1. Meaning and Definition- Price and Price Mix
2. Pricing Objectives
3. Factors Affecting Pricing Decision
4. Pricing Methods/ Pricing Strategies

Unit IV: Place Mix and Promotion Mix

(12)

A. Place Mix

1. Meaning and Definition of Place Mix
2. Importance
3. Types of Distribution Channels – consumer goods and Industrial Goods
4. Factors Influencing the selection of Channels

B. Promotion Mix

1. Meaning of Promotion Mix
2. Elements of Promotion Mix- Personal Selling, Advertising, Publicity, and Sales Promotion
3. Factors Affecting Market Promotion Mix
4. Promotion Techniques or Methods

Suggested Readings/Material:

- | | |
|----------------------------|---------------------------------------------------------|
| 1. Marketing Management | Philip Kotler Pearson Publication |
| 2. Marketing Management | Rajan Saxena McGraw Hill Education |
| 3. Principles of Marketing | Philip Kotler Pearson Publication |
| 4. Marketing Management | V. S. Ramaswamy & S.Namakumari
Macmillan Publication |

5. Supply Chain Management Sunil Chopra, Peter Meindl & D.V. Karla,
6. Marketing and Salesmanship- I Dr. M.P. Waghmare, Dr. S.D. Jagtap
Prashant Publication
मराठी रूपांतर

प्रकरण १ बाजारपेठ व विपणन विषयाचे प्रारंभिक (११)

- १.१ अर्थ व व्याख्या: बाजारपेठ, विपणन, विपणन व्यवस्थापन
१.२ बाजारपेठांचे वर्गीकरण
१.३ विपणन संकल्पना: पारंपारिक व आधुनिक
१.४ विपणनाचे महत्त्व
१.५ विपणनाची कार्ये: खरेदी, विक्री, एकत्रीकरण, साठवण, वाहतूक, प्रमाणीकरण, श्रेणीकरण, जाहिरात, बांधणी आणि चिन्हांकन, विमा, विपणन वित्त पुरवठा, बाजारपेठ संशोधन, विपणन माहिती
१.६ फरक: विक्री आणि विपणन

प्रकरण २ बाजारपेठ विभागणी आणि विपणन मिश्र (१०)

- २.१ बाजारपेठ विभागणी: प्रस्तावना, अर्थ व व्याख्या, महत्त्व, मर्यादा, बाजारपेठ विभागणीचे आधार
२.२ विपणन मिश्र: अर्थ व व्याख्या, विपणन मिश्राचे घटक: वस्तू, किंमत, स्थल, विक्रयवृद्धी
विपणन मिश्राचे महत्त्व

प्रकरण ३ वस्तू मिश्र आणि किंमत मिश्र (१२)

- ३.१ वस्तू मिश्र: अर्थ व व्याख्या, वस्तूचे प्रकार, वस्तू साखळी आणि वस्तू मिश्र, वस्तू जीवन चक्र, वस्तू व्यवस्थापनासाठी विचारात घेतले जाणारे घटक
३.२ किंमत मिश्र: अर्थ व व्याख्या, किंमत निश्चितीची उद्दिष्टे, किंमत ठरविण्याच्या पद्धती

प्रकरण ४ स्थल मिश्र व विक्रयवृद्धी मिश्र (१२)

- ४.१ स्थलमिश्र: अर्थ व व्याख्या, महत्त्व, वितरण साखळीचे प्रकार, वितरण साखळी निवडीवर परिणाम करणारे घटक
४.२ विक्रयवृद्धी मिश्र: अर्थ व व्याख्या, विक्रयवृद्धी मिश्राचे घटक, विक्रयवृद्धी मिश्रवर परिणाम करणारे घटक, विक्रयवृद्धीची तंत्रे व पद्धती

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B. Com. Marketing Major)

Title of the Course: Banking and Finance-I								
Year: I					Semester: I			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI E	ES E	Total
DSC-2	BCOM-MR 112T	03	00	03	45	30	70	100

Learning Objectives:

1. To develop knowledge of the evolution of banking and the structure of the Indian banking system.
2. To understand the concepts and principles related to lending in banking, including loan evaluation, credit analysis, and financial ratios.
3. To gain an understanding of the primary and secondary functions of a bank, including accepting deposits, providing loans, and offering various financial services.
4. To enhance the ability to comprehend the process of opening and operating bank accounts, including documentation requirements, account types, and banking procedures.

Course Outcomes (Cos):

1. It will develop the knowledge of the evolution of banking and the structure of Indian Banking.
2. It will help in understanding the concepts related to lending and ratios.
3. It will help in understanding the primary and secondary functions of a bank.
4. It will enhance the ability to understand the process of opening and operating procedures of bank accounts.
5. It will help in understanding various methods of remittance.

Detailed Syllabus:

Unit I: Evolution of Banking

(10)

1. Meaning, Definition, and Origin of 'Bank'
2. Evolution of Banking in Europe and Asia
3. Evolution of Banking in India
 - a. Pre-Independence Periods
 - b. Post-Independence Periods
4. Structure of the Indian Banking System

Unit II: Functions of Bank

(12)

A. Primary Functions:

1. Accepting Deposits:

A) Demand Deposits -

- i) Current Deposit
- ii) Savings Deposits;

B) Time Deposits -

- iii) Fixed Deposit
- iv) Recurring Flexi Deposits (Auto Sweep)

2. Granting Loans and Advances-

- i. Short Term Loan- Overdraft Facility, Cash Credit Facility, Purchasing and Discounting of Bills,
- ii. Term Loan

B. Secondary Functions:

- 1. Agency Functions- Payment and Collection of a Cheque, Bill, and Promissory Note, Execution of standing instructions, Acting as a Trustee and Executor
- 2. General Utility Functions- Safe Custody, Safe Deposit Vaults, Remittance of funds, Pension payments, Acting as a Dealer in the Foreign Exchange (FOREX) Market.
- 3. Distribution of Third Party Products, Bancassurance, Mutual Funds, Issuance of Credit Card and Debit Card
- 4. Non-Fund-Based Credit Facilities- Letter of Credit, Bank Guarantee, and Deferred Payment.
- 5. Government Business – Collecting GST, Stamp Duty, Excise Payment, etc.
- 6. Concepts of Priority and non-priority sector Lending Security Based and Purpose Oriented Lending, Bridge Loans, Reserve Ratios- CRR and SLR. Credit Appraisal and Credit Monitoring

Unit III: Procedure for Opening and Operating of Deposit Account (12)

- Procedure for Opening of Deposit Account: Know Your Customer Norms, (KYC Norms), Application Form, Introduction, Proof of Residence, Specimen Signature, and Nomination Facility: Their Importance. No Frill Account.
- Procedure for Operating Deposit Account: Pay-in-slip, Withdrawal slip, Issue of Pass Book, (Current, Savings or Recurring Deposit), Issue of Cheque Book, Issue of Fixed Deposit Receipt, Premature encashment of a Fixed Deposit and Loan against Fixed Deposit. Recurring Deposit: Premature encashment and loan against Recurring Deposit.
 - a) Closure of Account
 - b) Transfer of Account
 - c) Death Claim Procedure
- **Types of Account Holders**
 - a) Individual Account Holders- Individual Account, Joint Account, Illiterate, Minor, Married Woman, Pardahnashin Woman, Non-Resident Account
 - b) Institutional Account Holders- Sole Proprietorship, Partnership Firm,

Joint Stock Company, Hindu Undivided Family, Clubs, Associations,
Societies and Trusts.

Unit IV: Methods of Remittance

(11)

1. Demand Draft, CTS, Bankers' Cheque
2. Electronic Funds Transfer (EFT) –
3. Real Time Gross Settlement (RTGS),
4. National Electronic Funds Transfer (NEFT),
5. Procedure of fund transfer through NEFT/ RTGS,
6. Immediate Payment Service (IMPS) -
7. Self Fund Transfer
8. Intra-Bank Fund Transfer
9. Inter-Bank Fund Transfer
10. Manage Beneficiaries
11. Society for Worldwide Interbank Financial Telecommunication (SWIFT)

Suggested Readings :

1. Majumdar N. C., 'Fundamentals of Modern Banking', New Central Book Agency (P) Ltd., New Delhi.
2. Arondekar A.M. & Others, 'Principles of Banking', Macmillan India Pvt. Ltd.
3. Srinivasan D. & Others, 'Principles & Practices of Banking', Macmillan India Pvt. Ltd.
4. Agarwal O.P., (4th Edition, 2017), 'Banking and Insurance', Himalaya Publishing House.
5. Gopinath M. N., (1st Edition, 2008), 'Banking Principles and Operations', Snow White Publications Pvt. Ltd, Mumbai
6. Gordon E. & Natarajan K., 'Banking - Theory, Law and Practice', (21st Revised Edition), Himalaya Publishing House.
7. Joshi Vasant & Joshi Vinay, (3rd Edition), 'Managing Indian Banks', Sage Publication, New Delhi.
8. Varshney P.N. (12th Edition, 2003), 'Banking - Law and Practice', Sultan Chand & Co. New Delhi
9. Kothari V., (26th Edition) 'Tanna's Banking Law & Practice in India,' Lexis Nexis Publication.

मराठी रुपांतर

प्रकरण पहिले : बँक व्यवसायाची उत्क्रांती

(१०)

१. अर्थ, व्याख्या आणि बँक या शब्दाची उत्पत्ती.
२. युरोप आणि आशिया मधील बँक व्यवसायाची उत्क्रांती
३. भारतातील बँक व्यवसायाची उत्क्रांती
 - अ. स्वातंत्र्यपूर्व काळ
 - ब. स्वातंत्र्योत्तर काळ
४. भारतीय बँकिंग प्रणालीची रचना

प्रकरण दुसरे : बँकेची कार्ये

(१२)

अ. प्राथमिक कार्ये

१. ठेवी स्वीकारणे:

अ) मागणी ठेवी-

i) चालू ठेवी

ii) बचत ठेवी

ब) मुदत ठेवी

i) मुदत ठेवी

ii) आवर्ती ठेवी

२. ठेवी स्वीकारणे: कर्जे आणि अग्रिम देणे

i) अल्प मुदत कर्जे - ओवरड्राफ्ट सुविधा, कॅश क्रेडीट सुविधा, हंड्यांची खरेदी आणि

सूट.

ii) मुदत कर्जे

ब. दुय्यम कार्ये

१. अभिकर्ता कार्ये : धनादेश , हंडी आणि वचन चिठ्ठी भरणा आणि संकलन, स्थायी सूचनांची अंमलबजावणी, एक विश्वस्त आणि निष्पादक (Trustee and Executor) म्हणून काम करणे

२. सर्वसामान्य लोकोपयोगी सेवा : सुरक्षा ठेव (Safe Custody), सुरक्षा ठेव लॉकर (Safe Deposit Vaults), निधी पाठवणे, पेन्शन पेमेंट, फॉरेन एक्सचेंज (फॉरेक्स) मार्केटमध्ये डीलर म्हणून काम करणे.

३. तृतीय पक्ष उत्पादनाचे वितरण, बँक इन्शुरन्स, म्युच्युअल फंड, क्रेडिट कार्ड आणि डेबिट कार्ड जारी करणे

४. बिगर निधी आधारित पत सुविधा- पत पत्र (लेटर ऑफ क्रेडिट), पत हमी (बँक गॅरंटी) आणि स्थगित प्रदान. (Deferred Payment.) डिफर्ड पेमेंट.

५. सरकारी/ शासकीय व्यवसाय- जी.एस.टी., मुद्रांक शुल्क, उत्पादन शुल्क इत्यादी कर

गोळा करणे.

६. प्राधान्य आणि गैर-प्राधान्य क्षेत्रातील कर्जे ,सुरक्षेवर आधारित कर्जे, आणि उद्देश आधारित कर्जे, ब्रिज लोन, रिझर्व्ह रेशियो- सीआरआर आणि एसएलआर. श्रेय मूल्यांकनाची आणि क्रेडिट मॉनिटरिंग

प्रकरण तिसरे : ठेवी खाते उघडण्याची व वापरण्याची कार्यपद्धती

(१२)

- ठेवी खाते उघडण्याची प्रक्रिया - तुमचे ग्राहक जाणून घ्या तत्वे (केवायसी नॉम्स) , खाते उघडण्याचा अर्ज, पॅरिचय , निवासाचा पुरावा, नमुना स्वाक्षरी आणि नामांकन सुविधा : त्यांचे महत्त्व. नो फ्रील खाते.

- डिपॉझिट खाते चालवण्याची प्रक्रिया: पे-इन-स्लिप, पैसे काढण्याची स्लिप, पासबुक जारी करणे, (चालू, बचत किंवा आवर्ती ठेव), धनादेश पुस्तक (चेक बुक) जारी करणे, मुदत ठेवीची पावती जारी करणे, मुदत ठेवीचे अकाली रोखीकरण आणि मुदतीवरील कर्ज ठेव. आवर्ती ठेव: अकाली रोखीकरण आणि आवर्ती ठेवीवर कर्ज.
अ) खाते बंद करणे
ब) खात्याचे हस्तांतरण
क) मृत्यू दावा प्रक्रिया
- खातेधारकांचे प्रकार
अ) वैयक्तिक खातेधारक- वैयक्तिक खाते, संयुक्त खाते, निरक्षर, अल्पवयीन, विवाहित स्त्री, परदहनाशीन स्त्री, अनिवासी खाते
ब) संस्थात्मक खातेधारक-एकल व्यावसायिक, भागीदारी फर्म, संयुक्त स्टॉक कंपनी, हिंदू अविभक्त कुटुंब, क्लब, संघटना, सोसायटी आणि ट्रस्ट

प्रकरण चौथे : पैसे पाठवण्याच्या पद्धती

(११)

१. डिमांड ड्राफ्ट (मागणी प्रपत्र), CTS, बँकर्स चेक (धनादेश)
२. इलेक्ट्रॉनिक इलेक्ट्रॉनिक फंड ट्रान्सफर (EFT)
३. रिअल टाइम ग्रॉस सेटलमेंट (RTGS)
४. विद्युतीय साधनाच्या सहाय्याने निधी हस्तांतर (इलेक्ट्रॉनिक फंड ट्रान्सफर) (NEFT)
५. NEFT/RTGS द्वारे निधी हस्तांतर करण्याची पद्धत
६. इमिजिएट पेमेंट सर्विस (IMPS)
७. स्व निधी हस्तांतर
८. आंतरबँक निधी हस्तांतर
९. बँकेच्या शाखांतर्गत निधी हस्तांतर
१०. लाभार्थी हाथाळणे.
११. स्विफ्ट (SWIFT).

संदर्भ :

1. M.C. Mujumdar, Fundamentals of Modern Banking(2013), New Central Book Agency (P) Ltd.
2. K.P. Kundasami, Natrajan, Porameswarn, Banking Law and Practices, 4th Edition (2009), S. Chand and Company, N.D.
3. O.P. Agarwal, Modern Banking of India(2008), Himalaya Publishing House.
4. R. Ramchandran, Banking Theory and Practice(2012), MJP Publishers, Chnnai.
5. Principles and Practices of Banking, 3rd Edition, (2015) Indian Institutes Banking and Finance.
6. इंडियन इन्स्टिट्यूट ऑफ बँकिंग, बँकिंग एक परीचय (२००७), टक्समन, दिल्ली.
7. रिता माथुर, बँकिंग प्रणाली (२०१०), अर्जुन पब्लिशिंग हाउस, दिल्ली.
8. डॉ. एन. एल. चव्हाण, अर्थशास्त्राचे सिद्धांत (२०१२), प्रशांत पब्लीकेशन्स, जळगाव.
9. चव्हाण एन.एल., बँकिंगची मुलतत्वे आणि कार्यपद्धती (२०१९), प्रशांत पब्लीकेशन्स, जळगाव
10. एस.डी. गीत, एस.बी. कलकर्णी, बँकिंग शेठ पब्लीशर्स प्रा.लि., मुंबई.
11. एस. मूर्ती, उच्चतर बँकिंग (२०००), प्रिंटवेल पब्लीशर्स, जयपूर.
12. निरज, यादव, यादव, बँकिंग की आधुनिक प्रवृत्तीया (२०१३), सबलाइम पब्लीकेशन्स, जयपूर.
13. चव्हाण एन.एल., भारतीय अर्थव्यवस्था २, (२०१६) प्रशांत पब्लीकेशन्स, जळगाव.

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
Syllabus
B. Com. Marketing (Major)

Title of the Course: Digital Marketing-I (Practical)								
Year: I					Semester: I			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI E	ES E	Total
SEC-1	BCOM-MR 113P	00	02	02	50	15	35	50

Learning Objectives:

1. To understand the concept of digital marketing and its integration with traditional marketing practices.
2. To gain knowledge of customer value journeys in the digital context and the behavior of online consumers.
3. To comprehend the strategies and tactics involved in email, content, and social media marketing, and apply them to create effective digital media campaigns.
4. To explore and analyze various techniques for optimizing a website's position and ranking on search engines, and utilize digital strategies to gain a competitive advantage in business and career.

Course Outcomes (Cos)

1. Students will be able to understand the concept of digital marketing and its integration with traditional marketing.
2. It will enable students to understand customer value journeys in the digital context and the behavior of online consumers.
3. Students will be able to understand email, content, and social media marketing and apply the learnings to create digital media campaigns.
4. Students will be able to examine various tactics for enhancing a website's position and ranking with search engines and to leverage digital strategies to gain a competitive advantage for business and career.

Detailed Syllabus:

Unit 1: Marketing in the Digital World

(08)

- Digital marketing: Concept, Features, Difference between traditional and digital marketing, Moving from traditional to digital Marketing;
- Social Media Marketing- Concept and Importance. Social Media Platforms- Online Communities and Forums

- Blogs and Microblogs, Social Networks, Other contemporary social media platforms: Goals, Role in Marketing and Use as listening tools.
- Trends in SMM. Social Media Influencers.

Unit 2: Content and Email Marketing Digitally and Socially (08)

- Content Marketing: Step-by-step Content Marketing Developing a content marketing strategy Email Marketing:
- Types of Emails in email marketing,
- Email Marketing best practices.
- SMM Plan- Setting Goals, Determining Strategies, Identifying Target Market, Selecting Tools, Selecting Platforms.

Unit 3: Social Media Marketing and Display Marketing (08)

- Social Media Marketing:
- Building Successful Social Media strategy;
- Social Media Marketing Channels; Facebook, LinkedIn, YouTube (Concepts and strategies)

Unit 4 Search Engine Marketing (07)

- Introduction of SEM: Working of Search Engine;
- SERP Positioning; online search behaviour, DMI's 5P Customer Search Insights Model.
- Search Engine Optimization: Overview of SEO Process; Goal Setting-Types.
- On-Page Optimization: Keyword Research, SEO Process -Site Structure, Content, Technical Mechanics, Headings, Image & Alt text, Social Sharing, Sitemaps, Technical Aspects- Compatibility, Structured Data Markup.
- Off Page Optimisation: Link Formats, Link Building, Content Marketing, Social Sharing; Black and White Hat Techniques.

Suggested Readings/Material:

1. Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.
2. Kartajaya, H., Kotler, P., & Setiawan, I. (2016). Marketing 4.0: moving from traditional to digital. John Wiley & Sons.
3. Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited

Practical Areas:-

1. Discuss the importance of social media in marketing, advertising, and public relations by analyzing relevant case studies.
2. Examine the use of social media by your institution to improve alumni engagement.
3. Identify social media platforms for marketing a good, a service, an institution, an event, and a person.
4. Create a blog/ vlog on any topic of your interest. Measure the performance of your blog post.

मराठी रूपांतरण

तपशीलवार अभ्यासक्रम:

• युनिट 1: डिजिटल जगात विपणन (08 तास)

डिजिटल मार्केटिंग: संकल्पना, वैशिष्ट्ये, पारंपारिक आणि डिजिटल मार्केटिंगमधील फरक, पारंपारिककडून डिजिटल मार्केटिंगकडे जाणे;

सोशल मीडिया मार्केटिंग- संकल्पना आणि महत्त्व. सोशल मीडिया प्लॅटफॉर्म- ऑनलाइन समुदाय आणि मंच; ब्लॉग आणि मायक्रोब्लॉग्स, सोशल नेटवर्क्स, इतर समकालीन सोशल मीडिया प्लॅटफॉर्म: ध्येय, मार्केटिंगमध्ये भूमिका आणि ऐकण्याची साधने म्हणून वापर. SMM मधील ट्रेंड. सोशल मीडियावर प्रभाव टाकणारे.

युनिट 2: डिजिटल आणि सामाजिकरित्या सामग्री आणि ईमेल विपणन (08 तास)

सामग्री विपणन: चरण-दर-चरण सामग्री विपणन सामग्री विपणन विकसित करणे

धोरण ईमेल मार्केटिंग: ईमेल मार्केटिंगमधील ईमेलचे प्रकार, ईमेल मार्केटिंग सर्वोत्तम पद्धती. SMM योजना- ध्येय निश्चित करणे, धोरणे निश्चित करणे, लक्ष्य बाजार ओळखणे, साधने निवडणे, प्लॅटफॉर्म निवडणे.

• युनिट 3: सोशल मीडिया मार्केटिंग आणि डिस्प्ले मार्केटिंग (07 तास)

सोशल मीडिया मार्केटिंग: यशस्वी सोशल मीडिया धोरण तयार करणे; सोशल मीडिया मार्केटिंग चॅनेल; फेसबुक, लिंकडइन, यूट्यूब (संकल्पना आणि धोरणे)

• युनिट 4: शोध इंजिन मार्केटिंग (07 तास)

SEM चा परिचय: शोध इंजिनचे कार्य; SERP पोजिशनिंग; ऑनलाइन शोध वर्तन, DMI चे 5P ग्राहक शोध अंतर्दृष्टी मॉडेल.

शोध इंजिन ऑप्टिमायझेशन: एसडो प्रक्रियेचे विहंगावलोकन; ध्येय सेटिंग-प्रकार.

ऑन-पेज ऑप्टिमायझेशन: कीवर्ड रिसर्च, एसडो प्रक्रिया -साइट स्ट्रक्चर, कंटेंट, टेक्निकल मेकॅनिक्स, हेडिंग्स, इमेज आणि ऑल्ट टेक्स्ट, सोशल शेअरिंग, साइटमॅप्स, तांत्रिक बाबी-सुसंगतता, स्ट्रक्चर्ड डेटा मार्कअप.

ऑफ पेज ऑप्टिमायझेशन: लिंक फॉर्मॅट्स, लिंक बिल्डिंग, कंटेंट मार्केटिंग, सोशल शेअरिंग; ब्लॅक अँड व्हाइट हॅट तंत्र.

सुचविलेले वाचन/साहित्य:

Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.

Kartajaya, H., Kotler, P., & Setiawan, I. (2016).

Marketing 4.0: moving from traditional to digital. John Wiley & Sons.

Ryan, Damien: Understanding Digital Marketing - Marketing

Strategies for Engaging the Digital Generation. Kogan Page Limited

प्रत्यक्ष व्यवहारातील:-

1. संबंधित केस स्टडीजचे विश्लेषण करून मार्केटिंग, जाहिरात आणि जनसंपर्कामध्ये सोशल मीडियाच्या महत्वाची चर्चा करा.
2. माजी विद्यार्थ्यांचा सहभाग सुधारण्यासाठी तुमच्या संस्थेद्वारे सोशल मीडियाच्या वापराचे परीक्षण करा.
3. चांगल्या, सेवा, संस्था, कार्यक्रम आणि व्यक्तीचे विपणन करण्यासाठी सोशल मीडिया प्लॅटफॉर्म ओळखा.
4. तुमच्या आवडीच्या कोणत्याही विषयावर ब्लॉग/व्लॉग तयार करा. तुमच्या ब्लॉग पोस्टची कामगिरी मोजा.

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
Syllabus
B. Com. Marketing (Major)

Title of the Course: Commerce in Ancient India (IKS)								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI E	ES E	Total
IKS-1	BCOM-MR 114T	02	00	02	50	15	35	50

Learning Objectives:

1. Understand the economic system prevalent in ancient India.
2. Explore the accounting practices and techniques used in ancient India.
3. Examine the role of banks and moneylenders in the ancient Indian economy and analyze the functions and operations of ancient Indian financial institutions..
4. Understand the administrative structures and functions in ancient Indian society and examine the role of rulers and administrators in economic regulation and trade promotion

Course Outcomes (Cos)

1. To enable the students in evaluating the impact of geographical, cultural, and technological factors on trade and commerce in ancient India.
2. To develop a comprehensive understanding of the accounting, auditing, and taxation practices and techniques employed in ancient India.
3. To gain knowledge about the evolution of banking and financial systems in ancient India.
4. It will give insights into the legal and regulatory frameworks governing commerce in ancient Indian society.

Detailed Syllabus:

Unit I: Economic System, Trade, and Commerce in Ancient India (08)

- Ancient trade routes and their significance (e.g., Silk Road, maritime trade)
- Commodities traded in ancient India (e.g., spices, textiles, precious stones)
- Ancient Indian trade relations with other civilizations (e.g., Roman Empire, Southeast Asia, China)
- Silk Route and India's trade with the Roman Empire and other regions
- Port cities and maritime trade, Merchants and their role in trade
- Barter system and the evolution of currency
- Coinage and monetary systems in Ancient India

Unit II: Accounting, Auditing, and Taxation in Ancient India (08)

- Record-keeping methods in ancient India (e.g., clay tablets, inscriptions)
- Role of Accountants and auditors in ensuring financial transparency
- Examples of audits mentioned in ancient texts (such as the Arthashastra)
- Taxation systems in ancient Indian kingdoms (e.g., land revenue, customs duties)
- Administrative structures for tax collection and revenue management
- Use of tax revenue for public works and welfare

Unit III: Banking and Financial System in Ancient India (07)

- Overview of the role of banking in Ancient Indian trade and Commerce
- Role of shroffs and sarrafs (bankers and money changers)
- Development of indigenous banking systems
- Definition and role of moneylenders (Sahukars) in ancient banking
- Functions of moneylenders in providing loans and credit
- Role of Kings and ruling authorities in Regulating the banking system

Unit IV: Governance and Administration in Ancient India (07)

- Economic policies during the Mauryan Empire
- Dhamma policy and its impact on economy and governance., Welfare measures, trade, and religious patronage under Ashoka's rule
- Vidur's advice on decision-making, diplomacy, and justice
- Chanakya's strategies for military campaigns, diplomatic negotiations, and efficient administration
- Application of Vidur and Chanakya's principles in real-world governance scenarios

Suggested Readings/Material:

1. "The Economic History of Ancient India" by R. C. Dutt - Published by Atlantic Publishers and Distributors Ltd, 2004.
2. "Trade and Commerce in Ancient India" by R.K. Pruthi - Published by Abhinav Publications, 2004.
3. "Ancient Indian Accounting and Auditing Practices: A Comparative Study" by R.P. Singh - Published by Deep & Deep Publications Pvt. Ltd, 2007.
4. "History of Indian Accounting" by P.R. Chaudhary - Published by New Saraswati House (India) Pvt. Ltd, 2011.
5. "Taxation in Ancient India" by R.S. Sharma - Published by Motilal Banarsidass, 2001.
6. "Banking in Ancient India" by D.R. Gadgil - Published by Abhinav Publications, 2004.
7. "The State in Ancient India" by R.C. Majumdar - Published by Firma KLM Private Limited, 1977.

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
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Syllabus
B. Com. (Marketing) (Major)

Title of the Course: Marketing & Salesmanship -II								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI E	ES E	Total
DSC-3	BCOM-MR 121T	03	00	03	45	30	70	100

Learning Objectives:

1. To acquire knowledge of salesmanship and various approaches used in the field of marketing.
2. To prepare students for career opportunities in the marketing field by providing them with the necessary knowledge and skills.
3. To understand the importance of rural marketing and its unique characteristics and challenges.
4. To enhance skills related to product promotion and understanding of distribution channels in marketing.

Course Outcomes (Cos)

1. It will help students to learn the knowledge of Salesmanship and various approaches.
2. It will help the students to prepare themselves for opportunities in the marketing field.
3. It will help to understand the importance of Rural Marketing amongst the students.
4. It will enhance the skills of promoting a product along with gaining knowledge about the distribution channels amongst the students and also help to learn Skills of Modern Marketing.

Detailed Syllabus:

Unit I: Salesmanship

(12)

1. Meaning and Definition of Salesmanship
2. Features of Salesmanship
3. Scope and Utility of Salesmanship
4. Modern Concept of Salesmanship
5. Elements of Salesmanship
6. Salesmanship: Arts or Science
7. Salesmanship – a Profession

8. Qualities of Salesman
9. Types of Salesmanship -Competitive Salesmanship and Creative Salesmanship
10. Selling as Career

Unit II: Process of Selling and Marketing Organisations (11)

A. Psychology of Salesmanship:

Attention, Awakening Interest, Creating Desire and Action-

B. Stages in Process of Selling –

1. Pre-Sale Preparations
2. Prospecting
3. Pre-Approach
4. Approach
5. Sales Presentation
6. Handling of Objections
7. Close
8. After Sales Follow-up

C. Marketing Organisations

- a. Meaning definitions, various forms of marketing organizations
- b. Types of marketing organization - Functional - Product based
- Customer oriented - Territory oriented - Line and staff

Unit III: Rural Marketing (11)

1. Introduction
2. Definition of Rural Marketing
3. Features of Rural Marketing
4. Importance of Rural Marketing
5. Rural Marketing Mix
6. Present Scenario of Rural Market
7. Challenges and Opportunities in Rural Marketing

Unit IV: Recent Trends in Marketing (11)

1. Digital Marketing
2. Green Marketing
3. Niche Marketing
4. E-marketing
5. Services Marketing
6. Social Media Marketing

Suggested Readings/Material:

Sr. No.	Title of the Book	Author/s	Publication
1.	Marketing Management	Philip Kotler	Pearson Publication
2.	Marketing Management	RajanSaxena	McGraw Hill Education

3.	Principles of Marketing	Philip Kotler & Gary Armstrong	Pearson Publication
4.	Sales & Distribution Management	Tapan K Panda	Oxford Publication
5.	Retail Management	Swapna Pradhan	McGraw Hill Publication
6.	Retail Management	Gibson Vedamani	Jayco Publication
7.	Marketing and Salesmanship- II	Dr. M.P. Waghmare,	Prashant Publication
		Dr. S.D. Jagtap	

मराठी रूपांतर

प्रकरण १. विक्रयकला (१२)

- १.१ विक्रयकलेचा अर्थ आणि व्याख्या
- १.२ विक्रयकलेची वैशिष्ट्ये
- १.३ विक्रयकलेची व्याप्ती आणि उपयोगिता
- १.४ विक्रयकलेच्या आधुनिक संकल्पना
- १.५ विक्रयकलेचे घटक
- १.६ विक्रयकला कला, शास्त्र आणि पेशा
- १.७ विक्रेत्याचे गुण
- १.८ विक्रयकलेचे प्रकार
- १.९ विक्री एक संधी

प्रकरण २. विक्रय प्रक्रिया आणि विपणन संघटन (११)

- २.१ विक्रयकलेचे मानसशास्त्र
 - ग्राहकांचे मानसशास्त्र
 - खरेदीची इच्छा आणि मागणीची निर्मिती
 - ग्राहकांच्या क्रय प्रेरणा आणि त्यांचा वापर
- २.२ विक्रय प्रक्रियेतील पायऱ्या
 - ग्राहकांचे वस्तूकडे चित्त वेधणे
 - संभाव्य ग्राहकांचा शोध व स्वागत
 - विक्रय संभाषण
 - ग्राहकांच्या मनात वस्तू विषयी गोडी निर्माण करणे
 - इच्छा जागृत करणे व कृती निश्चित करणे
 - ग्राहकांच्या शंकांचे आक्षेपांचे निरसन करणे

- विक्रीचा शेवट
- विक्रयोत्तर सेवा

२.३ विपणन संघटन

अर्थ व व्याख्या

विपणन संघटनांचे विविध प्रकार:

कार्यानुसार, वस्तूनुसार, ग्राहकांवर आधारित, भौगोलिक, लाईन व स्टाफ विपणन संघटन

प्रकरण ३ ग्रामीण विपणन

(११)

३.१ प्रस्तावना

३.२ ग्रामीण विपणन अर्थ व व्याख्या

३.३ ग्रामीण बाजारपेठेची वैशिष्ट्ये

३.४ ग्रामीण विपणन महत्व

३.५ ग्रामीण विपणनावर सद्यपरिस्थितीत प्रभाव पडणारे घटक

३.६ सद्यस्थितीत भारतातील ग्रामीण भागात वस्तूंच्या स्पर्धेचे स्वरूप

३.७ ग्रामीण विपणनातील संधी व आव्हाने

३.८ ग्रामीण विपणनातील समस्या किंवा अडचणी

३.९ ग्रामीण विपणनात सुधारणा घडवून आणण्यासाठी उपाय किंवा आव्हाने

प्रकरण ४ विपणनातील नवनवीन प्रणाली

(११)

४.१ डिजीटल मार्केटिंग

४.२ हरित विपणन

४.३ खास कप्पा केंद्र विपणन किंवा निश किंवा नीच विपणन

४.४ इ विपणन

४.५ सेवाविपणन

४.६ सोशल मीडिया मार्केटिंग

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Syllabus
B. Com. Marketing (Major)

Title of the Course: Banking and Finance-II								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI E	ES E	Total
DSC-4	BCOM-MR 122T	03	00	03	45	30	70	100

Learning Objectives:

1. To Develop knowledge of lending principles and gain an understanding of the balance sheet of banks.
2. To Understand the various types of negotiable instruments used in banking business and the functioning of the Indian money market.
3. To Enhance the ability to learn and comprehend different types of endorsements used in banking transactions.
4. To Gain knowledge and understanding of emerging digital banking trends in the Indian banking system.

Course Outcomes (Cos):

1. It will develop the knowledge of the lending principles and understanding of the Balance Sheet of the banks.
2. It will help in understanding different types of negotiable instruments used in the banking business and the Indian money market.
3. It will enhance the ability to learn different types of Endorsement.
4. It will help the students to understand and capture emerging digital banking trends used in the Indian Banking System.

Unit I: Lending Principles and Balance Sheet of a Bank (12)

Safety, Liquidity, Profitability, Diversification of risks and other Principles of Lending, Conflict between Liquidity, Profitability and Safety Customer assessment through CIBIL and other similar agencies. Balance Sheet of a bank.

Unit II: Negotiable Instruments (11)

Introduction, Definition, meaning and characteristics of Negotiable instruments
Definition, meaning and characteristics of Promissory Note, Bill of Exchange and
Cheque. Types of Cheques- Bearer, Order, and Crossed Types of Crossing- General
and Special. Dishonour of Cheque

Unit III: Endorsement

(11)

Definition and meaning of Endorsement Types of Endorsement- Blank, Full or
Special, Restrictive, Partial, Conditional, Sans Recourse, Facultative. Effects of
Endorsement.

Unit IV: Introduction to Digital Banking

(11)

Introduction, Role, and Uses of Technology in Banking Automated Teller Machine
(ATM) – onsite and offsite ATM, Cash Deposit machine, Cheque Deposit machine,
Passbook Printing Machine, Note and Coin counting device, Fake currency detector,
Credit card, Debit card –Personal Identification Number (PIN) – Use and Safety,
Concept of E- Galleries, Mobile Banking – Mobile Banking Applications - BHIM (
Bharat Interface for Money) / UPI (Unified Payments Interface), Net Banking,
Core Banking Online inquiry and update facility, Home Banking Corporate and
Personal. Precautions in Using Technology in Banking Current Trends in Banking
Technology

Suggested Readings :

1. Majumdar N. C., 'Fundamentals of Modern Banking', New Central Book Agency (P) Ltd., New Delhi.
2. Arondekar A.M. & Others, 'Principles of Banking', Macmillan India Pvt. Ltd.
3. Srinivasan D. & Others, 'Principles & Practices of Banking', Macmillan India Pvt. Ltd.
4. Agarwal O.P, (4th Edition, 2017), 'Banking and Insurance', Himalaya Publication House.
5. Gopinath M. N., (1st Edition, 2008) 'Banking Principles and Operations', Snow White Publications Pvt. Ltd, Mumbai.
6. Gordon E. & Natarajan K., (21st Revised Edition), 'Banking – Theory, Law and Practice' , Himalaya Publication House.
7. Kaptan S S & Choubey N S, "E-Indian Banking in Electronic Era", Sarup & Sons, New Delhi 2003.
8. Padmalatha Suresh, Justin Paul, "Management of Banking and Financial Services" Second Edition, 2013, Published By Dorling Kindersley (Pearson)

मराठी रुपांतर

प्रकरण पहिले : बँकेची कर्जे देण्याची तत्वे आणि ताळेबंद पत्रक

(१२)

- सुरक्षितता, रोखता, लाभदायकता, जोखीमिचे विविधीकरण आणि इतर कर्ज देण्याची तत्वे, रोखता, लाभप्रदता आणि सुरक्षितता यांच्यात परस्परविरोध, ग्राहकांचे सीबील आणि इतर यांसारख्या संस्थामार्फत पतमानांकन., बँकेचे ताळेबंद.

प्रकरण दुसरे : चलनक्षम दस्तऐवज

(११)

- प्रस्तावना, चलनक्षम दस्तऐवज- व्याख्या, अर्थ आणि वैशिष्ट्ये.
- वचनचिट्ठी- व्याख्या, अर्थ आणि वैशिष्ट्ये., हुंडी आणि धनादेश, धनादेशाचे प्रकार- धारक, आदेश आणि रेखांकित धनादेश.
- रेखांकनाचे प्रकार - सामान्य आणि विशिष्ट
- धनादेशाचा अनादर.

प्रकरण तिसरे - पृष्ठांकन

(११)

- पृष्ठांकन - अर्थ आणि व्याख्या.
- पृष्ठांकनाचे प्रकार- कोरे, पूर्ण किंवा , बंधनात्मक, आंशिक, सशर्त, वैकल्पित, पृष्ठांकनाचे परिणाम.

प्रकरण चौथे- डिजिटल बँकिंगची ओळख.

(११)

- प्रस्तावना, बँकिंगमध्ये तंत्रज्ञानाची भूमिका आणि वापर - ऑटोमेटेड टेलर मशीन (एटीएम) ऑनसाइट आणि ऑफसाइट एटीएम, रोकड भरणा यंत्र (कॅश डिपॉझिट मशीन), धनादेश भरणा यंत्र(चेक डिपॉझिट मशीन), पासबुक छपाई मशीन, नोट आणि नाणे मोजण्याचे उपकरण, बनावट चलन शोधक, क्रेडिट कार्ड, डेबिट कार्ड वैयक्तिक ओळख क्रमांक (पिन) - वापर आणि सुरक्षितता, ई -गॅलरीची संकल्पना, मोबाईल बँकिंग - मोबाईल बँकिंग अनप्रयोग - भीम (भारत इंटरफेस फॉर मनी) / यूपीआय (युनिफाइड पेमेंट्स इंटरफेस), नेट बँकिंग, कोअर बँकिंग ऑनलाइन चौकशी आणि अपडेट सुविधा, होम , कॉर्पोरेट आणि वैयक्तिक बँकिंगमध्ये तंत्रज्ञान वापरण्याबाबत सावधगिरी , बँकिंग तंत्रज्ञानातील आधुनिक बदल.

संदर्भ -

1. M.C. Mujumdar, Fundamentals of Modern Banking(2013), New Central Book Agency (P) Ltd.
2. K.P. Kundasami, Natrajan, Porameswarn, Banking Law and Practices, 4th Edition (2009), S. Chand and Company, N.D.
3. O.P. Agarwal, Modern Banking of India(2008), Himalaya Publishing House.
4. R. Ramchandran, Banking Theory and Practice(2012), MJP Publishers, Chennai.
5. Principles and Practices of Banking, 3rd Edition, (2015) Indian Institutes Banking and Finance.
6. Arondekar A.M. & Others, 'Principles of Banking', Macmillan India Pvt. Ltd.
7. Srinivasan D. & Others, 'Principles & Practices of Banking', Macmillan India Pvt. Ltd.

8. Agarwal O.P, (4th Edition, 2017), 'Banking and Insurance', Himalaya Publication House.
9. इंडियन इन्स्टिट्यूट ऑफ बैंकिंग, बैंकिंग एक परीचय (२००७), टक्समन, दिल्ली.
10. रिता माथुर, बैंकिंग प्रणाली (२०१०), अर्जुन पब्लिशिंग हाउस, दिल्ली.
11. डॉ. एन. एल. चव्हाण, अर्थशास्त्राचे सिद्धांत (२०१२), प्रशांत पब्लीकेशन्स, जळगाव.
12. चव्हाण एन.एल., बैंकिंगची मुलतत्वे आणि कार्यपद्धती (२०१९), प्रशांत पब्लीकेशन्स, जळगाव
13. एस.डी. गीत, एस.बी. कुलकर्णी, बैंकिंग शेठ पाब्लीकेशन्स प्रा.लि., मुंबई.
14. निरज, यादव, यादव, बैंकिंग की आधुनिक प्रवृत्तीया (२०१३), सबलाइम पब्लीकेशन्स, जयपूर.

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Syllabus
B. Com. Marketing (Major)

Title of the Course: Digital Marketing-II (Practical)								
Year: I					Semester: II			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI E	ES E	Total
SEC-2	BCOM-MR 123P	00	02	02	50	15	35	50

Learning Objectives:

1. To evaluate the role of social and digital media in marketing, advertising, and public relations.
2. To enhance the ability to assess the optimal use of various social and digital media platforms for social media marketing.
3. To analyze the importance of social and digital media in developing an effective marketing plan, and identify ways to measure its performance.
4. To describe the practical skills required for creating and sharing content through online communities and social networks.

Course Outcomes (Cos)

1. It will help in the evaluation of the role of social and digital media in marketing, advertising, and public relations.
2. It will enhance the ability to assess the optimal use of various social and digital media platforms for social media marketing.
3. It will analyze the importance of social and digital media for developing an effective marketing plan, and assess ways to measure its performance.
4. It will describe the practical skills required for creating and sharing content through online communities and social networks.

Detailed Syllabus:

Unit 1: Social Media Implementation and Digital Marketing: (08)

Implementation: Measuring Effectiveness - Conversion rate, amplification rate, applause rate: on-page and on-post level.

Display Advertising: Working of Display Advertising; Benefits and challenges; Overview of Display ad Process.; Define- Customer, Publisher, Objectives; Format-Budget, Media, Ad Formats, Ad Copy.

Unit 2: Content and Email Marketing (07)

Content Marketing: Step-by-step Content Marketing Developing a Content marketing strategy Email Marketing: Types of Emails in email marketing, Email Marketing best practices.

UNIT 3: Advanced Search Engine concepts. (08)

Search Advertising: Overview of PPC Process; Benefits of Paid Search; Basis of Ranking; Goal Setting-Objectives; Account Setting-Creation of Google Ads, Campaign architecture, Campaign setup, Targeting, Bid Strategy, Delivery, Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension

Unit 4: Content Creation and Sharing : (07)

Blogging, Streaming Video and Podcasting, Brand Mnemonic, Brand story. Contextualizing content creation. Social Media Ethics.

Suggested Readings/Material:

- Ahuja V(2015).Digital Marketing.Oxford University Press.
- Blanchard, O. (2011). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. United Kingdom: Pearson Education.
- Charlesworth, A. (2014). An Introduction to Social Media Marketing. United Kingdom: Taylor & Francis.
- Gupta, S. (2020). Digital Marketing. India: McGraw Hill Education (India) Private Limited.
- Johnson, S. (2020). Social Media Marketing: Secret Strategies for Advertising Your Business and Personal Brand on Instagram, YouTube, Twitter, And Facebook. A Guide to Being an Influencer of Millions. Italy: AndreaAstemio.
- Keller, K. L., Kotler, P. (2016). Marketing Management. India: Pearson Education.
- Maity M(2022). Digital Marketing.Oxford University Press.
- Mamoria C.B, Bhatacahrya A,Marketing Management. Kitab Mahal, Delhi
- Mathur,V. & Arora,S. Digital Marketing PHI Learning
- McDonald, J. (2016). Social Media Marketing Workbook: How to Use Social Media for Business. United States: CreateSpace Independent Publishing Platform.
- Parker, J., Roberts, M. L., Zahay, D., Barker, D. I., Barker, M. (2022). Social Media Marketing: A Strategic Approach. United States: Cengage Learning.

Practical Areas:

1. Prepare a social media marketing plan for any product of your choice.
2. Prepare a calendar for scheduling various posts/campaigns via buffer or tweet deck. Find out the conversion rate, amplification rate, and the applause rate.
3. Observe the engagement rate in twitter campaigns of your college and suggest improvements, if needed.
4. Design a social media plan for sensitising citizens for timely tax payments (Assuming that you are an honest tax-payer and feel that everyone should be like you).

मराठी रूपांतरण

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➤ तपशीलवार अभ्यासक्रम:

युनिट 1: सोशल मीडिया अंमलबजावणी आणि डिजिटल मार्केटिंग: (08 तास)

अंमलबजावणी: परिणामकारकता मोजणे - रूपांतरण दर, प्रवर्धन दर, टाळ्यांचा दर: पृष्ठावर आणि पोस्ट स्तरावर.

प्रदर्शन जाहिरात: प्रदर्शन जाहिरातीचे कार्य; फायदे आणि आव्हाने; प्रदर्शन जाहिरात प्रक्रियेचे विहंगावलोकन.; परिभाषित करा- ग्राहक, प्रकाशक, उद्दिष्टे; फॉर्मॅट-बजेट, मीडिया, अँड फॉर्मॅट्स, अँड कॉपी.

युनिट २: सामग्री आणि ईमेल विपणन (०७ तास)

सामग्री विपणन: चरण-दर-चरण सामग्री विपणन सामग्री विपणन विकसित करणे

धोरण ईमेल विपणन: ईमेल मार्केटिंगमधील ईमेलचे प्रकार, ईमेल विपणन सर्वोत्तम पद्धती.

युनिट 3: प्रगत शोध इंजिन संकल्पना. (०८ तास)

शोध जाहिरात: PPC प्रक्रियेचे विहंगावलोकन; सशुल्क शोधाचे फायदे; रँकिंगचा आधार; ध्येय निश्चिती-उद्दिष्टे; खाते सेटिंग-Google जाहिरातींची निर्मिती, मोहीम आर्किटेक्चर, मोहीम सेटअप, लक्ष्यीकरण, बोली धोरण, वितरण, जाहिरात शेड्यूलिंग, जाहिरात रोटेशन, कीवर्ड निवड; जाहिरात कॉपी रचना, जाहिरात विस्तार

युनिट 4: सामग्री तयार करणे आणि सामायिक करणे : (07 तास)

ब्लॉगिंग, स्ट्रीमिंग व्हिडिओ आणि पॉडकास्टिंग, ब्रँड मेमोनिक, ब्रँड स्टोरी. संदर्भानुसार सामग्री निर्मिती. सोशल मीडिया नैतिकता.

प्रत्यक्ष व्यवहारातील:-

1. तुमच्या आवडीच्या कोणत्याही उत्पादनासाठी सोशल मीडिया मार्केटिंग योजना तयार करा.
2. बॅफर किंवा ट्विट डेकद्वारे विविध पोस्ट/मोहिम शेड्यूल करण्यासाठी एक कॅलेंडर तयार करा. रूपांतरण दर, प्रवर्धन दर आणि टाळ्यांचा दर शोधा.
3. तुमच्या कॉलेजच्या twitter मोहिमेतील प्रतिबद्धता दराचे निरीक्षण करा आणि आवश्यक असल्यास सुधारणा सुचवा.
4. वेळेवर कर भरणा करण्यासाठी नागरिकांना संवेदनशील करण्यासाठी सोशल मीडिया योजना तयार करा (आपण एक प्रामाणिक करदाते आहात आणि प्रत्येकजण आपल्यासारखाच असावा असे मानून).

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
Syllabus
B. Com. Marketing (Major)

Title of the Course: Soft Skill Development								
Year: I					Semester: II			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI E	ES E	Total
VSC-1	BCOM-MR 124T	02	00	02	50	15	35	50

Learning Objectives:

1. To develop interpersonal and effective communication skills
2. To develop problem-solving skills and understand their influence on the behavior and attitudes of individuals.
3. To develop leadership skills among the learners.
4. To understand the concept of workplace conflict management.

Course Outcomes (Cos)

1. Students will be able to understand the importance of oral and written communication in the day-to-day working of the organization.
2. Students will be able to develop interpersonal skills and problem-solving skills.
3. After studying this course, students will be able to understand the role of body language in effective communication.

Detailed Syllabus:

Unit I: Effective Communication Skills (06)

- Process of Communication, Written and Verbal Communication, Visual Communication. Verbal and non-verbal communication
- Active listening and empathy
- Personality Traits, Grooming Manners.
- Barriers to Communication, Overcoming communication barriers

Unit II: Interpersonal Skills (09)

- Non-verbal communication, Body language, Postures and gestures, Value of time, Organizational body language
- Importance of Listening, Emotional Intelligence.
- Presenting a Positive Image through Verbal and Non-verbal Cues

Unit III: Teamwork and Collaboration

(09)

- Teamwork dynamics
- Effective team communication
- Leveraging individual strengths
- Resolving conflicts within teams

Unit IV: Interview Skills and Selling Skills

(06)

- Interview Skills. Importance and types of interviews
- Self-assessment and identifying strengths, Crafting an impressive resume and cover letter, Practicing common interview questions
- Selling skills – Selling to customers, Selling to Superiors Selling to peer groups, teammates and subordinates, Conceptual Selling, Strategic selling
- Cultivating long-term customer relationships, Effective communication and relationship management, Resolving customer complaints and concerns

Suggested Readings/Material:

1. Kushal Jin – Business Communication, VK India.
2. Krishnamacharyulu, C. S. G, Ramakrishnan Lalitha – Personality Development, Interpersonal Skills, and Career Management, Himalaya Publishing.
3. Corvette Budjac – Conflict Management: A Practical Guide to Developing Negotiation Strategies, Pearson.
4. Mitra, B. K., Personality Development and Soft Skills, Oxford University Press.
5. Kumar Sanjay and Pushplata, Communication Skills, Oxford University Press.
6. Mandal S. K., Effective Communication and Public Speaking, Jaico Publishing

