

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)-II Year

Implemented from
Academic Year 2024-25

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)
14.	Prof. G. V. Manik	Member(co-opt)
15.	Prof. V B Patare	Member(co-opt)

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
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)
12.	Prof. S.A. Kasabe	Member(co-opt)
13.	Prof. K. B. Take	Member(co-opt)
14.	Prof. V. R. Sumbe	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

Year	Semester	Level	Major						Minor	Elective	Core	AEC	VCE	Total
			Dis	Dis	SEC	VS	F	I						
			C	E		C	P/O	J	K					
							T	/IN/	S					
							CEP							
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						IKS
			DSC	DSE	SEC	VSC	FP/OJT /IN/CEP		
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	Company Law-I	03
11.	II	III	5.0	DSC-7	BCOM-MR 233T	Principles of Management	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-II	03
16.	II	IV	5.0	DSC-10	BCOM-MR 243T	Business Environment and Entrepreneurship	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	04

						Framework (M.Law)	
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. A. Human Resource Management B. 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. A. Investing in Stock Market B. 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
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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 C. Marketing Techniques	04
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 Management-I								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI	ES	Total
DSC-5	BCOM-MR 231T	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: Marketing Management and Marketing Strategy (15)**

- **Marketing Management**
 - Introduction, Meaning, Definition, Nature and scope, Feature, Function , Component, Importance, Process , Problem of Marketing Management.
- **Marketing Strategy**
 - Introduction, Meaning ,Significance, Aim of marketing strategy , Marketing strategy formulation, Base of formulating marketing strategy, Type of marketing strategy -,Competitive strategy, Designing competitive strategy, Competitive Intelligence System.

Unit II: Consumer Behaviour and Marketing Planning**(18)**

- **Consumer Behaviour**
 - Introduction, Meaning, Scope, nature & Importance of consumer behavior, Type of consumer behavior buying motive, Determinant / Factor of consumer buying behavior
- **Marketing Planning**
 - Introduction ,Meaning, Definition, Strategic marketing planning- corporate & Divisional , Establishment of strategic business units (SBUs) - Resource Allocation to SBUs, SWOT analysis, Element, Nature & Scope, Importance, Type, Principle of marketing planning, Step in marketing planning process, Analyzing the Marketing Opportunities, Relevance in marketing planning, Constraints to effective marketing planning.

Unit III: Marketing Research and Demand Forecasting**(12)**

- **Marketing Research**
 - Introduction,Meaning, Scope, Role, Objective of marketing research, Marketing research procedure, Problem definition, Research Design, Data collection Techniques, Sampling & Sampling designs, Importance of Ethical Marketing Research, Data analysis, Method of Reporting Research.
- **Demand Forecasting**
 - Meaning, Demand Forecast & measurement, Market classification, the concept of Marketing Demand - market potential, Company Demand, Company Sales Forecast, Sales Quota & Sales Budget.

Suggested Readings :

- Philip Kotler, Marketing Management, Pearson Publication.
- Rajan Saxena, Marketing Management, Tata McGraw Hill Education.
- Philip Kotler, Principle of Marketing, Pearson Publication.
- Subhash Jain & George Haley, Marketing Planning & Strategy, Cengage Learning India Pvt.Ltd.
- Anil Mishra & Amit Kumar Mishra, Marketing Strategy, Excel Books.
- Ramanuj Muzumdar, Consumer Behaviour :Insite from Indian Market, PHI Learning Pvt.Ltd.
- Swapna Pradhan, Retail Management, McGraw Hill.
- V. S. Ramaswamy & S.Namakumari, Marketing Management,Macmillan Publication.
- Naresh K. Malhotra, Marketing Research, Pearson Publication.
- S.L.Gupta, Marketing Research, Excel Books India.
- Dr. M.P. Waghmare, Dr. S.D. Jagtap, Marketing Management -I, Prashant Publication

मराठी रूपांतर

तपशीलवार अभ्यासक्रम:

युनिट I: विपणन व्यवस्थापन आणि विपणन धोरण

(15)

- विपणन व्यवस्थापन
 - परिचय, अर्थ, व्याख्या, स्वरूप आणि व्याप्ती, वैशिष्ट्य, कार्य, घटक, महत्त्व, प्रक्रिया, विपणन व्यवस्थापनाची समस्या.
- विपणन धोरण
 - परिचय, अर्थ, महत्त्व, विपणन धोरणाचे उद्दिष्ट, विपणन धोरण तयार करणे, विपणन धोरण तयार करण्याचा आधार, विपणन धोरणाचा प्रकार -, स्पर्धात्मक धोरण, स्पर्धात्मक धोरण आखणे, स्पर्धात्मक बुद्धिमत्ता प्रणाली.

युनिट II: ग्राहक वर्तन आणि विपणन नियोजन

(18)

- ग्राहक वर्तन
 - परिचय, अर्थ, व्याप्ती, ग्राहक वर्तनाचे स्वरूप आणि महत्त्व, ग्राहकांच्या वर्तनाचा प्रकार खरेदीचा हेतू, ग्राहक खरेदी वर्तनाचा निर्धारक / घटक
- विपणन नियोजन
 - परिचय, अर्थ, व्याख्या, धोरणात्मक विपणन नियोजन- कॉर्पोरेट आणि विभागीय, स्ट्रॅटेजिक बिझनेस युनिट्स (SBUs) ची स्थापना - SBUs साठी संसाधन वाटप, SWOT विश्लेषण, घटक, निसर्ग आणि व्याप्ती, महत्त्व, प्रकार, विपणन नियोजनाचे तत्व, विपणन नियोजन प्रक्रियेतील टप्पा, विपणन संधींचे धीं चे विश्लेषण, विपणन नियोजनातील प्रासंगिकता, मर्यादा.

युनिट III: विपणन संशोधन आणि मागणी अंदाज

(12)

- विपणन संशोधन
 - परिचय, अर्थ, व्याप्ती, भूमिका, विपणन संशोधनाचे उद्दिष्ट, विपणन संशोधन कार्यपद्धती, समस्येची व्याख्या, संशोधन रचना, डेटा संकलन तंत्र, नमुना आणि नमुना रचना, नैतिक विपणन संशोधनाचे महत्त्व, डेटा विश्लेषण, अहवाल संशोधनाची पद्धत.
- मागणी अंदाज
 - अर्थ, मागणी अंदाज आणि मोजमाप, बाजार वर्गीकरण, विपणन मागणी संकल्पना - बाजार संभाव्यता, कंपनी मागणी, कंपनी विक्री अंदाज, विक्री कोटा आणि विक्री अंदाजपत्रक

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

Title of the Course: Company Law-I								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI E	ES E	Total
DSC-6	BCOM-MR 232T	03	00	03	45	30	70	100

Learning Objectives:

1. To develop students' awareness of Elements of Company Law and facilitate a deep understanding of the Companies Act 2013 and its provisions.
2. To ensure students comprehend the existing legal framework governing the formation of new companies in India.
3. To create awareness among students about the legal environment associated with company law.
4. To equip learners with knowledge and skills, enhancing their capacity to explore career opportunities in the corporate sector.

Course Outcomes (Cos):

1. It will help students understand the Companies Act 2013, contributing to their overall knowledge of company law.
2. It will enable students to navigate the legal intricacies involved in the formation of new companies in India.
3. It will create awareness of the legal nuances and complexities of the corporate sector.
4. It will empower students to identify and pursue career opportunities in the corporate sector through a solid foundation in company law.

Detailed Syllabus:**Unit-I : The Companies Act, 2013: Introduction and Concept (11)**

- Background and Features of company the Companies Act, 2013
- Company: Meaning, Nature and Characteristics of Company.
- Types of Companies: On the basis of mode of formation, Number of members, liability and Control, Public and Private Companies: Distinction, Advantages, Disadvantages, Privileges and their Conversion into each other. Other kinds of Companies: One Person Company, Charitable Companies, Dormant Company, Sick Company, Small Company, Listed Company, Foreign Company and its business in India etc.

Unit II: Formation and Incorporation of a Company (10)

Formation and Incorporation of a Company: Stages in the Formation and Incorporation.

- Promotion: Meaning of the term 'Promoter' / Promoter Group – Legal Position of Promoters, Pre-incorporation contracts.
- Registration/ Incorporation of a company: - Procedure, Documents to be filed with ROC. Certificate of Incorporation- Effects of Certificate of Registration.
- Capital Subscription/Rising of Capital ,
- Commencement of Business

Unit III: Principal Documents (12)

Documents relating to Incorporation and Raising of Capital:

- Memorandum of Association: Meaning and importance- Form and contents-, Alteration of memorandum.
- Articles of Association: Meaning- Contents and form of Articles- Alteration of articles- Doctrine of constructive notice- Doctrine of Indoor Management.
- Prospectus: Meaning, contents, statutory requirements in relation to prospectus- Deemed Prospectus-Shelf Prospectus - Statement in lieu of prospectus- Misstatement in a prospectus and Liabilities for Mis-statement.

Unit IV: Capital of the Company (12)

- Various Modes for Raising of Share Capital including private placement, public issue, and rights issue, bonus shares, ESOS, Sweat Equity Shares, Buy-back of shares.
- Allotment of Shares: Meaning- Statutory provisions for allotment, improper and irregular allotment- Consequences of irregular allotment.
- Calls On Shares: Meaning- Requisites of a valid call, Calls in advance, Share Certificates: Meaning, Provisions regarding issue of share certificates - Duplicate Share Certificate.
- Share Capital: Meaning, Structure (Kinds) – Concept of Securities – Definition, Nature and Kinds of Shares

Suggested Readings:

- "Company Law" by Avtar Singh, Eastern Book Company (EBC), Lucknow.
- "Company Law" by K. R. Bulchandani, Butterworths India, New Delhi.
- "Company Law" by Dr. J.P. Sharma, Taxmann Publications, New Delhi.
- "Company Law - Theory and Practice" by G.K. Kapoor, Sultan Chand & Sons, New Delhi.
- "Company Law" by Sangeet Kedia, Sahitya Bhawan Publications, New Delhi.
- "Company Law" by R. Ramasamy, Commercial Law Publishers (India) Pvt. Ltd., Chennai.
- "Company Law" by Kamal Garg, Bharat Law House, New Delhi.
- "Company Law" by Dr. Avtar Singh, Universal Law Publishing Co. (ULP), New Delhi.
- "Company Law" by S.K. Singhal, Taxmann Publications, New Delhi.

मराठी रूपांतर

तपशीलवार अभ्यासक्रम:

1. कंपनी कायदा, 2013 परिचय आणि संकल्पना

- कंपनी कायदा, 2013 कंपनीची पार्श्वभूमी आणि वैशिष्ट्ये
- कंपनी: अर्थ, कंपनीचे स्वरूप आणि वैशिष्ट्ये.
- कंपन्यांचे प्रकार: निर्मिती पद्धती, सदस्यांची संख्या, दायित्व आणि नियंत्रण, सार्वजनिक आणि खाजगी कंपन्या: फरक, फायदे, तोटे, विशेषाधिकार आणि त्यांचे एकमेकांमध्ये रूपांतरण या आधारावर. इतर प्रकारच्या कंपन्या: एक व्यक्ती कंपनी, धर्मादाय कंपनी, सुप्त कंपनी, आजारी कंपनी, छोटी कंपनी, सूचीबद्ध कंपनी, परदेशी कंपनी आणि तिचा भारतातील व्यवसाय इ.

2. कंपनीची स्थापना व नोंदणी .

- प्रस्तावना, कंपनीची निर्मितीमधील पायऱ्या, प्रवर्तन, प्रवर्तनाचा इतर बाबी, प्रवर्तक अर्थ, प्रवर्तकाची व्याख्या, प्रवर्तकाची महत्त्वाची कार्ये, प्रवर्तन अवस्थेतील प्रवर्तकाची कार्ये, प्रवर्तकाची कर्तव्ये, प्रवर्तकाच्या जबाबदाऱ्या प्रवर्तन, कायदेशीर स्थिती व नोंदणीपूर्व करार प्रवर्तकाचे कायदेशीर स्थान.
- कंपनीच्या नोंदणीपूर्व केलेले करार कंपनीची नोंदणी प्रक्रियेतील अवस्था, नोंदणीसाठी कार्यपद्धती/ नोंदणी अवस्था, कंपनी संस्थापण प्रमाणपत्र कंपनी नोंदणी प्रमाणपत्र याचा परिणाम
- भांडवली उभारणी
- व्यवसाय प्रारंभ अवस्था

3. कंपनीचे मुख्य दस्तऐवज

- घटनापत्रक: अर्थ, व्याख्या व महत्व, घटना पत्रकातील तपशील / घटक, घटना पत्रकातील बदल दुरुस्ती नियमावली
- नियमावली : अर्थ व्याख्या व उद्दिष्टे. नियमावलीतील बदल / दुरुस्ती घटनापत्रक व नियमावली यांचे कायदेशीर परिणाम किंवा बंधने, अंतर्गत व्यवस्थापनाचा सिद्धांत घटनापत्रक व नियमावली यांच्यातील संबंध व फरक
- माहितीपत्रक माहितीपत्रक : अर्थ आणि व्याख्या, माहिती पत्रकाचे वैशिष्ट्ये, सार्वजनिक कंपनीचे माहितीपत्रक प्रसिद्ध करण्यासंदर्भात कायदेशीर बाबी, शेल्फ माहितीपत्रक रेड हेरिंग माहितीपत्रक, माहितीपत्रकातील घटक, माहितीपत्रकाचे संक्षिप्त रूप, माहिती पत्रकार संबंधित कायद्यानुसार आवश्यक असणाऱ्या बाबी मानीव माहितीपत्रक, माहितीपत्रकातील असत्य विधान.

4. कंपनीचे भांडवल

- भाग भांडवल: अर्थ व स्वरूप
- भाग भांडवलाची रचना व प्रकार
- भाग भांडवल उभे करण्याच्या विविध पद्धती
- समभागाचे किंवा प्रतिभूती वाटप
- भागांवरील हप्ते मागी
- भाग प्रमाणपत्रे

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

Title of the Course: Principles of Management								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI E	ES E	Total
DSC-7	BCOM-MR 233P	02	00	02	30	15	35	50

Learning Objectives:

1. To understand basic concept regarding Business Administration
2. To examining how various management principles
3. To develop managerial skills among the students

Course Outcomes (Cos)

1. Students will be able to identify the limitations of Business Administration
2. understanding of management thoughts
3. To gain knowledge to utilize Recent trends in Management

Detailed Syllabus:**Unit I : Principles of Management (15)**

- Meaning definition, Nature and Characteristics of Management
- Need for Management study
- Process and levels of management
- Contribution of F.W. Taylor, Henry Fayol, Peter Drucker, Mintzberg in development of management thoughts

Unit II: Functions Of Management (15)

- Meaning, definition and nature of Planning
- Limitations and types of Planning
- Need and importance of Staffing
- Meaning, Process and Principles of Organizing, Types of Organisation
- Meaning Definition, Characteristics and need of coordination
- Control- Meaning, Definition, Characteristics and Need

Suggested Readings/Material:

- Management Concepts and Strategies J.S. Chandan Vikas Publishing House Pvt. Ltd.
- Principles of Management Harold Koontz , Heinz Weihrich , A. RamachandraArysri McGraw hill companies
- Management A Global and Entrepreneurial Perspective Heinz Weihrich , Mark V. Cannice , Harold Koontz McGraw hill companies
- Management – 2008 Edition Robert Kreitner , MamataMohapatra Biztantra – Management For Flat World
- Introduction to Management John R. Schermerhorn Wiley India Pvt. Ltd.
- Principles of Management P.C. Tripathi , P.N. reddy McGraw hill companies

मराठी रुपांतर

प्रकरण १: व्यवस्थापनाचा परिचय

(१५)

- अर्थ, व्याख्या, व्यवस्थापनाचे स्वरूप आणि वैशिष्ट्ये
- व्यवस्थापन अभ्यासाची गरज
- व्यवस्थापनाची कार्ये
- व्यवस्थापनाची प्रक्रिया आणि स्तर
- व्यवस्थापन विचारांच्या विकासात एफ.डब्ल्यू. टेलर, हेन्री फेयोल, पीटर ड्रकर, मिंट्झबर्ग यांचे योगदान

प्रकरण २: व्यवस्थापनाची कार्ये

(१५)

- नियोजनाचा अर्थ, व्याख्या आणि स्वरूप
- नियोजनाचे प्रकार आणि मर्यादा
- कर्मचाऱ्यांची गरज आणि महत्त्व
- संघटनेचा अर्थ, प्रक्रिया आणि संघटनेची तत्त्वे व प्रकार
- समन्वयाचा अर्थ व्याख्या, वैशिष्ट्ये आणि समन्वयाची गरज
- नियंत्रण- अर्थ, व्याख्या, वैशिष्ट्ये आणि गरज

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

Title of the Course: Marketing Management-I (Practical)								
Year: II					Semester: III			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI	ES	Total
SEC-3	BCOM-MR 234P	00	02	02	30	15	35	50

Learning Objectives:

- Demonstrate an understanding of fundamental concepts of marketing.
- Identify the scope of marketing covering different functions of a marketing manager. Identify ethical and legal implications of marketing decisions.
- Analyze global business opportunities and its implications on a firm's marketing strategy.

Course Outcomes (Cos)

- Marketing management facilitates the implementation of marketing activities.
- Its functions include determining objectives, organizing the marketing process and evaluating the success of the process.

Unit I : Marketing Management - Green Marketing (10)

- Meaning
- Definition
- Importance of marketing
- Role of marketing manager in Green Marketing
- Highlight the environmental benefits of your products/services in marketing campaigns.
- Establish partnerships with environmental organizations or support local green initiatives.

Unit: II Rural Marketing (10)

- Introduction
- Basic Features- Contemporary Rural Marketing Strategies
- Present status of role of marketing in India

Unit III Cyber Security Marketing (10)

- Meaning of cyber security marketing
- Need and importance
- Various tactics used by cyber security marketers

- Advantages and challenges

Suggested Readings :

- Philip Kotler, Marketing Management, Pearson Publication.
- Rajan Saxena, Marketing Management, Tata McGraw Hill Education.
- Philip Kotler, Principle of Marketing, Pearson Publication.
- Subhash Jain & George Haley, Marketing Planning & Strategy, Cengage Learning India Pvt.Ltd.
- Anil Mishra & Amit Kumar Mishra, Marketing Strategy, Excel Books.
- Ramanuj Muzumdar, Consumer Behaviour :Insite from Indian Market, PHI Learning Pvt.Ltd.
- Swapna Pradhan, Retail Management, McGraw Hill.
- V. S. Ramaswamy & S.Namakumari, Marketing Management,Macmillan Publication.
- Naresh K. Malhotra, Marketing Research, Pearson Publication.
- S.L.Gupta, Marketing Research, Excel Books India.
- Dr. M.P. Waghmare, Dr. S.D. Jagtap, Marketing Management -I, Prashant Publication

मराठी रुपांतर:

विपणन व्यवस्थापन - ग्रीन मार्केटिंग

- अर्थ
- व्याख्या
- मार्केटिंगचे महत्त्व
- ग्रीन मार्केटिंगमध्ये विपणन व्यवस्थापकाची भूमिका
- विपणन मोहिमांमध्ये तुमच्या उत्पादनांचे/सेवांचे पर्यावरणीय फायदे हायलाइट करा.
- पर्यावरण संस्थांसोबत भागीदारी प्रस्थापित करा किंवा स्थानिक हरित उपक्रमांना समर्थन द्या.

ग्रामीण विपणन

- परिचय
- मूलभूत वैशिष्ट्ये- समकालीन ग्रामीण विपणन धोरणे
- भारतातील मार्केटिंगच्या भूमिकेची सद्यस्थिती

सायबर सुरक्षा विपणन

- सायबर सिक्युरिटी मार्केटिंग
- गरज आणि महत्त्व
- सायबर सिक्युरिटी मार्केटर्सद्वारे वापरलेले विविध डावपेच
- फायदे आणि आव्हाने

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

Title of the Course: Marketing Management-II								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI	ES	Total
						E	E	
DSC-8	BCOM-MR 242T	03	00	03	45	30	70	100

Course Outcomes (Cos):

1. It will help students to learn the knowledge of Services marketing in various approaches.
2. It will help the students to Know the Importance of Green marketing .
3. It will help to understand the Opportunities in E- marketing & Digital marketing.
4. It will help to learn Knowledge of International Marketing .

Detailed Syllabus:**Unit I: Service Marketing and Green Marketing****(15)**

- **Service Marketing**

Introduction, Meaning and Nature ,reasons for development of services Industry, need, Classification of service, Difference between product and service, Characteristic, Importance of service, Marketing mix of Services, Marketing Strategies for Service firms, Tasks involved in services marketing.

- **Green Marketing**

Introduction, Definition & Nature, Origin and Development, Objective, Strategies of Green marketing, The concept of sustainability and Green marketing, Role of Marketing manager in Green marketing, Marketing Mix of Green marketing, Global Green marketing Practices, Green Marketing application in India, Importance and problem of Green Marketing, principle of success of green product.

Unit II: E -Marketing And Digital Marketing**(15)**

- **E-Marketing**

Introduction, Definition, utility, Advantages, Limitation of E- marketing, Challenges before E-marketing, Online and offline marketing, present status of e-marketing in India, Scope for E- marketing in Indian scenario.

- **Digital Marketing**

Definition, Concept, Scope, Benefits of Digital marketing, Digital marketing v/s Traditional Marketing, Digital marketing channel, Online paid Advertisement.

Unit III: Introduction to International Marketing

(15)

Introduction, Meaning, Definition, Scope, Objective of International Marketing, Facets of International Marketing, Benefits and Limitations of International Marketing, Forces influencing International Marketing, Forces restraining International Marketing.

Teaching Methodology –

- Traditional Lecture Method
 - Library assignment
 - Quiz Assignment
 - PPT
 - Project work
 - Presentation ● Group discussion

Suggested Readings :

1. Philip Kotler, Marketing Management, Pearson Publication.
2. Rajan Saxena, Marketing Management, Tata McGraw Hill.
3. Philip Kotler, Principle of Marketing, Pearson Publication.
- 4 . Subhash Jain & George Haley, Marketing Planning & Strategy, Cengage Learning India Pvt.Ltd.
- 5 . Anil Mishra & Amit Kumar Mishra, Marketing Strategy, Excel Books.
- 6 . Ramanuj Muzumdar, Consumer Behaviour :Insite from Indian Market, PHI Learning Pvt.Ltd.
- 7 . Swapna Pradhan, Retail Management, McGraw Hill Education.
- 8 . V. S. Ramaswamy & S.Namakumari, Marketing Management,Macmillan Publication.
- 9 . Sunil Chopra, Peter Meindl & D. V.Karla, Supply Chain Management, Pearson Publication
10. Rajiv Batra, Advertising Management, Pearson Publication

मराठी रुपांतर

प्रकरण -I: सेवा विपणन आणि हरित विपणन

(15)

सेवा विपणन

परिचय, अर्थ आणि स्वरूप, सेवांच्या विकासाची कारणे उद्योग, गरज, सेवेचे वर्गीकरण, उत्पादन आणि सेवा यातील फरक, वैशिष्ट्य, सेवेचे महत्त्व, सेवांचे विपणन मिश्रण, सेवा कंपन्यांसाठी विपणन धोरणे, सेवा विपणनामध्ये गुंतलेली कार्ये.

हरित विपणन

परिचय, व्याख्या आणि निसर्ग, मूळ आणि विकास, उद्दिष्ट, हरित विपणनाची धोरणे, टिकाऊपणा आणि हरित विपणनाची संकल्पना, हरित विपणनामध्ये विपणन व्यवस्थापकाची भूमिका, हरित विपणनाचे विपणन मिश्रण, जागतिक हरित विपणन पद्धती, भारतातील हरित विपणन अनुप्रयोग, ग्रीन मार्केटिंगचे महत्त्व आणि समस्या, हरित उत्पादनाच्या यशाचे तत्व.

प्रकरण -II: ई-मार्केटिंग आणि डिजिटल मार्केटिंग (15)

A. ई-मार्केटिंग परिचय, व्याख्या, उपयुक्तता, फायदे, ई-मार्केटिंगची मर्यादा, ई-मार्केटिंगसमोरील आव्हाने, ऑनलाइन आणि ऑफलाइन मार्केटिंग, भारतातील ई-मार्केटिंगची सद्यस्थिती, भारतीय परिस्थितीमध्ये ई-मार्केटिंगची व्याप्ती.

B. डिजिटल मार्केटिंग व्याख्या, संकल्पना, व्याप्ती, डिजिटल मार्केटिंगचे फायदे, डिजिटल मार्केटिंग विरुद्ध पारंपारिक मार्केटिंग, डिजिटल मार्केटिंग चॅनल, ऑनलाइन सशुल्क जाहिरात.

प्रकरण -III: आंतरराष्ट्रीय विपणनाचा परिचय (15)

परिचय, अर्थ, व्याख्या, व्याप्ती, आंतरराष्ट्रीय विपणनाचे उद्दिष्ट, आंतरराष्ट्रीय विपणनाचे पैलू, आंतरराष्ट्रीय विपणनाचे फायदे आणि मर्यादा, आंतरराष्ट्रीय विपणनावर प्रभाव टाकणारी शक्ती, आंतरराष्ट्रीय विपणनास प्रतिबंध करणारी शक्ती.

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

Title of the Course: Company Law-II								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI	ES	Total
DSC-9	BCOM-MR 242T	03	00	03	45	30	70	100

Course Outcomes (Cos):

1. To develop general awareness among the students about management of company
2. To have a comprehensive understanding about Key managerial Personnel of company and their role in Company administration.
3. To acquaint the students about E Governance and E Filing under the Companies Act, 2013.
4. To equip the students about the various meetings of Companies and their importance and to make students capable of becoming good human resources of the corporate sector.

Detailed Syllabus:**Unit I: Management of Company (10)**

- Board of Directors: Definition, Powers, Restrictions, Prohibition on Board.
- Director: Meaning and Legal position of Directors,. Types of Directors, Related Party Transactions (Sec.188)
- Appointment of Directors, Qualifications and Disqualifications, Powers, Duties, Liabilities of Directors, Loans to Directors, Remuneration of Directors
-

Unit II : Key Managerial Personnel (KMP) (10)

- Meaning, Definition and Appointments of Managing Director, Whole Time Director, Manager
- Company Secretary (CS)- Term of office/ Tenure of appointment, Role of Company secretary
- Distinction between Managing Director, Manager and Whole Time Director - Role (Powers, Functions of above KMP)
- Corporate Social Responsibility (CSR) [U/S 135] – Concept who is Accountable, CSR Committee, Activities under CSR

Unit III: Company Meetings (15)

- Board Meeting – Meaning and Kinds

- Conduct of Meetings - Formalities of valid meeting Provisions regarding agenda, notice, quorum, proxies, voting, resolutions (procedure and kinds) minutes, filing of resolutions, Virtual Meeting
- Meeting of Shareholders General Body Meetings, Types of Meetings
 - Annual General Meeting (AGM), (Ss.96 to 99)
 - Extraordinary General Meeting (EOGM).(Sec.100)
- Provisions regarding convening, constitution, conducting of General Meetings contained in Sec.101 to 114

Unit IV: E-Governance and Winding up Company

(10)

- E Governance –meaning, Importance of E Governance
- E Filing – Basic concept of MCA, E Filing
- Winding –up: Meaning of winding-up, Dissolution of company, Conceptual understanding of winding-up by the Tribunal,
- Compulsory winding-up, Members’ voluntary winding-up, Creditors’ voluntary winding-up

Suggested Readings:

- "Company Law" by Avtar Singh, Eastern Book Company (EBC), Lucknow.
- "Company Law" by K. R. Bulchandani, Butterworths India, New Delhi.
- "Company Law" by Dr. J.P. Sharma, Taxmann Publications, New Delhi.
- "Company Law - Theory and Practice" by G.K. Kapoor, Sultan Chand & Sons, New Delhi.
- "Company Law" by Sangeet Kedia, Sahitya Bhawan Publications, New Delhi.
- "Company Law" by R. Ramasamy, Commercial Law Publishers (India) Pvt. Ltd., Chennai.
- "Company Law" by Kamal Garg, Bharat Law House, New Delhi.
- "Company Law" by Dr. Avtar Singh, Universal Law Publishing Co. (ULP), New Delhi.
- "Company Law" by S.K. Singhal, Taxmann Publications, New Delhi.

मराठी रूपांतर

1 कंपनीचे व्यवस्थापन

- संचालक मंडळ : अर्थ आणि व्याख्या, संचालक मंडळाचे अधिकार संचालक मंडळाच्या अधिकारा वरील मर्यादा राजकीय पक्षांना द्यावयाच्या देणगी वरील निबंध व मर्यादा
- संचालक
- संचालक अर्थ आणि व्याख्या, संचालकाची कायदेशीर / वैधानिक स्थान, संचालकाचे प्रकार, संबंधित पक्षांशी व्यवहार (कलम 188) संचालकाची नेमणूक
- संचालकाची पात्रता, संचालकाची अपात्रता, अधिकार, कर्तव्ये, जबाबदाऱ्या संचालकांचे कर्ज, संचालकांचा मोबदला

2. प्रमुख व्यवस्थापकीय व्यक्ती/ कर्मचारी (KMP)

- प्रमुख व्यवस्थापकीय व्यक्ती/ कर्मचारी : अर्थ, व्याख्या
- व्यवस्था संचालक : अर्थ व व्याख्या, व्यवस्था संचालकाची वैशिष्ट्ये, व्यवस्था संचालकांची नेमणूक, पात्रता व अपात्रता, मानधन व मोबदला, अधिकार व कर्तव्ये,
- व्यवस्था संचालकांची नेमणूक कालावधी
- पूर्णवेळ संचालक व्यवस्थापक
- कंपनी चिटणीस: व्याख्या, कंपनी चिटणीसाची कार्ये, चिटणीसाची कर्तव्ये, चिटणीसाची भूमिका
- व्यवस्था संचालक व्यवस्थापक आणि पूर्णवेळ संचालक यांच्यातील फरक
- पूर्णवेळ संचालक आणि व्यवस्था संचालक यांच्यातील फरक
- संचालक आणि व्यवस्था संचालक यांच्यातील फरक
- व्यवस्था संचालक आणि व्यवस्थापक यांच्यातील फरक

3) कंपनीच्या सभा

- कंपनीच्या सभेचे- अर्थ आणि प्रकार
- सभेचे आयोजन - कायदेशीर सभेची आवश्यक बाबी [सूचना कार्यक्रम पत्रिका गणसंख्या प्रतिनिधी मतदान प्रस्ताव ठराव सभेची टिपण
- भागधारकांची सभा- सर्वसाधारण सभा,
- सभांचे प्रकार (A) वार्षिक सर्वसाधारण सभा (AGM), Ss. 96 ते 99
- (ब) असाधारण सर्वसाधारण सभा (EOGM) - S. 100
- कलम 101 ते 114 मध्ये समाविष्ट असलेल्या सर्वसाधारण सभेचे आयोजन, घटना, आयोजन यासंबंधीच्या तरतुदी

4. ई-गव्हर्नन्स आणि कंपनीचे समापन / विसर्जन

- ई-गव्हर्नन्स अर्थ, व्याख्या, महत्व, व्याप्ती, उद्दिष्टे / फायदे, तोटे / मर्यादा
- ई-फायलिंग अर्थ, फायदे, ई-फायलिंग सुविधा व प्रक्रिया, एमसीए आणि ई-फायलिंग: मूलभूत संकल्पना ची एमसीए पोर्टल ची वैशिष्ट्ये एमसीए पोर्टल मधील महत्वपूर्ण एमसीए पोर्टल वरील सेवा वापरताना घ्यावयाची काळजी
- कंपनीचे समापन /समाप्ती/समाप्तीकरण अर्थ व व्याख्या, कंपनीत समापणाची कारणे, कंपनीचे विसर्जन कंपनीचे समापन /समाप्ती/समाप्तीकरण, अर्थ व व्याख्या, कंपनीत समापणाची कारणे. कंपनीचे विसर्जन कंपनी समापन, /समाप्ती करण्याचे करण्याचे प्रकार, सक्तीचे / अनिवार्य समाप्तीकरण, कंपनीचे ऐच्छिक समाप्तीकरण / समापन (कलम 304 ते 313). कंपनीच्या समाप्ती करण्याच्या वेळी कर्ज किंवा देणे परत करण्याचा क्रम

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

Title of the Course: Business Environment & Entrepreneurship								
Year: II					Semester: IV			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI	ES	Total
						E	E	
DSC-10	BCOM-MR243T	02	00	02	30	15	35	50

Learning Objectives:

1. To study the concept and importance of the business environment.
2. To know the evolution of the term entrepreneur.
3. To know the concept, need and importance of entrepreneurship.

Course Outcomes (Cos)

1. It will enhance the ability to understand the interrelationship between environment and entrepreneur.
2. It will understand the importance of entrepreneurs in business.
3. It will enable us to understand the role of entrepreneurship in the economy.

Detailed Syllabus:**Unit 1: Introduction to Business Environment (10)**

Business Environment : Introduction, Objectives, Concept and importance, Interrelationship between Environment and Entrepreneur.

Unit-II The Entrepreneur (10)

The Entrepreneur : Evolution, definition- Competencies of an Entrepreneur, Distinction between entrepreneur and Manager, The basic characteristics of an entrepreneur.

Unit III: Entrepreneurship (10)

Entrepreneurial Behaviour, Introduction, Concept, Need and importance of entrepreneurship, Economic Development and Industrialisation, Role of Entrepreneurship in economy - Entrepreneur as a catalyst.

Suggested Readings/Material:

- Francis, Cherunilam.2010. Business Environment. New Delhi : Himalaya Publishing House.
- Desai, Vasant. 2013. Dynamics of Entrepreneurship Development and Management. New Delhi : Himalaya Publishing House.

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तपशीलवार अभ्यासक्रम:

प्रकरण १ : व्यावसायिक पर्यावरण

(१० तास)

व्यावसायिक पर्यावरण - संकल्पना, महत्व, व्यावसायिक पर्यावरण आणि उद्योजक यांमधील संबंध आणि उद्योजकता,

प्रकरण २ उद्योजक

(१० तास)

उद्योजक- उद्योजक या संज्ञेचा उगम- उद्योजकाची सामर्थ्ये व गुणसंपदा- उद्योजक आणि व्यवस्थापक यांमधील फरक, उद्योजकीय व्यक्तिमत्व, उद्योजकांच्या सवयी.

प्रकरण ३ उद्योजकता

(१० तास)

उद्योजकता -अर्थ , महत्व आणि गरज, आर्थिक विकास आणि औद्योगिकीकरण, अर्थव्यवस्थेतील उद्योजकतेचे स्थान, उद्योजकतेची भूमिका - उत्प्रेरक म्हणून उद्योजकाची भूमिका

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

Title of the Course: Marketing Management-II (Practical)								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI	ES	Total
VSC-2	BCOM-MR 244P	00	02	02	30	15	35	50

Course Outcomes (Cos):

1. It will help students to learn the knowledge of Services marketing in various approaches.
2. It will help to understand the Opportunities in E- marketing & Digital marketing.
3. It will help to learn Knowledge of International Marketing .

Learning Objectives:

- Demonstrate an understanding of fundamental concepts of product and brand.
- Identify the scope of responsibilities of a product/brand manager.
- Analyze global business opportunities and its implications on a firm's product and branding strategy.
- Evaluate new product or service ideas.

Practical 1: E-Marketing**(10 Hrs)**

- Meaning
- Definition
- Utility of E-Marketing
- Limitation and challenges before E-Marketing
- Scope for E-Marketing in Indian Scenario - Online Marketing Strategies

Practical 2: Current Marketing Environment in India**(10 Hrs)**

- With Special reference to Liberalisation, Globalisation and Privatisation - Economic environment -Demographic - Technological - Natural -Political -Socio Cultural
- Change in market practices - global marketing and case studies

Practical 3- Agricultural Marketing**(10 Hrs)**

- Meaning of Agricultural Marketing
- Types of the agri products
- Features of agri products

- various functions in agriculture marketing system
- Problems of agriculture marketing and its solutions

References:

1. Corporate Accounting . Dr. Subhas Mahajan , Dr. Mahesh Kulkarni
2. Business Management -Suresh Bhirud, Bhaskar Naphade
3. Fundamentals of Banking - Dr. Mukund Mahajan
4. Marketing Management - Dr. Mahesh Kulkarni, Dr. Dilip Belgaonkar, Pramod Biyani.

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१: ई-मार्केटिंग (10 तास)

- अर्थ
- व्याख्या
- ई-मार्केटिंगची उपयुक्तता
- ई-मार्केटिंगसमोर मर्यादा आणि आव्हाने
- भारतीय परिस्थितीमध्ये ई-मार्केटिंगची व्याप्ती - ऑनलाइन विपणन धोरणे

२: भारतातील सध्याचे विपणन वातावरण (10 तास)

- उदारीकरण, जागतिकीकरण आणि खाजगीकरणाच्या विशेष संदर्भात - आर्थिक वातावरण -लोकसंख्याशास्त्रीय - तांत्रिक - नैसर्गिक -राजकीय -सामाजिक सांस्कृतिक
- बाजार पद्धतीमध्ये बदल - जागतिक विपणन आणि केस स्टडी

३- कृषी विपणन (10 तास)

- कृषी विपणनाचा अर्थ
- कृषी उत्पादनांचे प्रकार
- कृषी उत्पादनांची वैशिष्ट्ये
- कृषी विपणन व्यवस्थेतील विविध कार्ये
- कृषी विपणनाच्या समस्या आणि त्यावरील उपाय