

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
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 - I (Business Administration and
Marketing)

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. Sathe	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)

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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 Puranik	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, spanning three/four years, is meticulously crafted to furnish students with profound knowledge and a holistic comprehension of commerce. The primary aim is to produce graduates well-equipped with knowledge, skills, and the right attitude to confront the evolving challenges within contemporary business organizations. In this age of globalization, there is an imperative to gear the educational framework towards preparing individuals for the future through the delivery of high-quality higher education.

The B.Com program is structured to empower students to not only analyze and synthesize the current realities of the business landscape but also to nurture sustainable growth amidst fluctuating market dynamics and competition. By fostering a conceptual understanding, the course equips students to navigate present-day business complexities while cultivating readiness to confront future challenges. Moreover, it familiarizes students with the realm of technology and digitalization, aligning with the vision of scholars and policymakers. Additionally, the program is tailored to instill an entrepreneurial mindset and nurture associated skills.

Commerce education diverges significantly from other disciplines, necessitating tailored approaches to serve national aspirations. There exists a growing demand for the robust development of commerce education to meet the evolving needs of the business sector. The relevance of commerce education has heightened, signaling a shift in its perception in India. Commerce education now pivots towards nurturing future leaders, managers, and professionals.

The Bachelor of Commerce program is progressive in nature, catering to the aspirations of commerce enthusiasts seeking to enhance their professional acumen with specialized knowledge. It encompasses core subjects, discipline-specific electives, generic electives, and skill enhancement courses. Practical and add-on courses are integral components, allowing students to tailor their educational journey. Aspirants have the flexibility to choose specializations such as Accountancy, Cost and Works Accounting, or Business Administration & Marketing, aligning with their interests and career aspirations.

2. Programme Outcomes (POs)

1. Students will develop academic proficiency in the discipline within a global context, enabling them to comprehend and analyze international business dynamics effectively.
2. The program aims to produce well-trained professionals for various sectors including Industries, Banking, Insurance, Finance, Transportation, Warehousing, etc., catering to the industry's demands and contributing to economic growth.
3. Upon completion of the course, students will exhibit improved decision-making abilities at both personal and professional levels, enabling them to navigate complex situations effectively.
4. The program aims to produce well-trained professionals for various sectors including Industries, Banking, Insurance, Finance, Transportation, Warehousing, etc., catering to the industry's demands and contributing to economic growth.
5. Upon completion of the course, students will exhibit improved decision-making abilities at both personal and professional levels, enabling them to navigate complex situations effectively.
6. Through exposure to different specializations such as Accounting, Costing, Banking, and Finance, coupled with practical experience, students will be equipped to excel in organizational settings.
7. The degree program aims to instill positive attitudes and character traits conducive to the evolution of sensitive and technically proficient future business leaders, thereby enhancing students' employability prospects.
8. The curriculum fosters a culture of continuous learning, promoting learnability among students and preparing them for upskilling and reskilling opportunities throughout their lives.
9. Students will develop critical thinking abilities alongside ethical values, enabling them to analyze situations objectively and make principled decisions.
10. The course nurtures skills that empower students to contribute effectively to society, fostering a sense of responsibility and social consciousness among graduates.

Total		68/60	16	08	18/26	18	08	08	06	04	08	04	08	176
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B. Com Programme Framework: Course Distribution

Level / Difficulty	Sem	Subject-1				Subject-2	GE/OE	SEC	IKS	AEC	VEC	CC	Total
Certificate 4.5 / 100	I	01				01	01	-	01	01	01	01	07
	II	01				01	01	01	--	01	01	01	07
		Credits Related to Subject Selected as Major				Minor	GE/OE	SEC	IKS	AEC	VEC	CC	Total
		Core	Elective	VSC	FP / OJT/ CEP								
Diploma 5.0 / 200	III	02		01	01	01	01			01	--	01	08
	IV	02		01	01	01	01			01	--	01	08
Degree 5.5 / 300	V	03	01	01	01	01	--	--	01	--	--	--	08
	VI	03	01	01	01	01	--	--		--	--	--	07
Total		12	02	04	04	06	04	02	02	04	02	04	44
6.0/400 Honors	VII	04	01	-	RM-01								06
	VIII	04	01	-	OJT-01	-							06
6.0/400 Honors with Research	VIII	03	01	-	RM-01 RP-01	-							06
	VIII	03	01	-	RP-01								05
Total		18/16	04	04	06/07	06	04	02	02	04	02	04	56/55

B. Com-I (Business Administration and Marketing): Credits and Courses in Bracket

Level / Difficulty	Sem	Subject (Cost and Works Accounting)				IKS	Total
4.5 Certificate	I	04 (01)					04 (01)
	II	04 (01)				--	04 (01)
		Core	Elective	VSC	FP / OJT/ CEP		
5.0 Diploma	III	06 (02)		02 (01)	02 (01)		10 (04)
	IV	06 (02)		02 (01)	02 (01)		10 (04)
5.5 Degree	V	10 (03)	04 (01)	02 (01)	02 (01)	02 (01)	
	VI	10 (03)	04 (01)	02 (01)	04 (01)		
Total		40 (12)	08 (02)	08 (04)	10 (04)	02 (01)	
6.0 Honors	VII	14(04)	04 (01)	-	RM-04	-	22 (06)
	VIII	14(04)	04 (01)	-	OJT-04	-	22 (06)
6.0 Honors with Research	VII	10 (03)	04 (01)	-	RM-04 (01) RP-04 (01)	-	22 (06)
	VIII	10 (03)	04 (01)	-	RP-08 (01)		22 (05)

Programme Framework (Courses and Credits): B. Com-I (Business Administration and Marketing)

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	DSC-01	B.COM(BM) 111T	A. Business Administration B. Business Statistics	04
2.	I	II	4.5	DSC-02	B.COM(BM) 121T	A. Marketing and Salesmanship B. Principals Of Management	04
3.	II	III	5.0	DSC-03	B.COM(BM) 231T	Corporate Accounting-I	04
4.	II	III	5.0	DSC-04	B.COM(BM) 232T	Business Mathematics and Statistics-I	02
5.	II	III	5.0	VSC-01	B.COM(BM) 233T/P	Computerised Accounting (Tally)-I (Practical)	02
6.	II	III	5.0	FP-01	B.COM(BM) 234P	Field Project-I	02
7.	II	IV	5.0	DSC-05	B.COM(BM) 241T	Corporate Accounting-I	04
8.	II	IV	5.0	DSC-06	B.COM(BM) 242T	Business Mathematics and Statistics-II	02
9.	II	IV	5.0	VSC-02	B.COM(BM) 243T/P	Computerised Accounting (Tally)-II (Practical)	02
10.	II	IV	5.0	CEP-01	B.COM(BM) 245P	Community Engagement and Service	02
11.	III	V	5.5	DSC-07	B.COM(BM) 351T	Leadership Skills and Managerial Effectiveness	04
12.	III	V	5.5	DSC-08	B.COM(BM) 352T	Auditing and Ethics	04
13.	III	V	5.5	DSC-09	B.COM(BM) 353T	Business Communication	02
14.	III	V	5.5	DSE-01	B.COM(BM) 354T	A. Company Law B. Economics-I	04
15.	III	V	5.5	VSC-03	B.COM(BM) 355T/P	Auditing and Ethics (Practical)	02
16.	III	V	5.5	FP-02	B.COM(BM) 356P	Filed Project-II	02
17.	III	V	5.5	IKS-02	B.COM(BM) 357T	IKS-II	02
18.	III	VI	5.5	DSC-10	B.COM(BM) 361T	Retail Marketing and Management	04

NEP 2.0

19.	III	VI	5.5	DSC-11	B.COM(BM) 362T	Income Tax Act	04
20.	III	VI	5.5	DSC-12	B.COM(BM) 363T	Business Management	02
21.	III	VI	5.5	DSE-02	B.COM(BM) 364T	A. Business Regulatory Framework (BRF) B. Economics-II	04
22.	III	VI	5.5	VSC-04	B.COM(BM) 365T/P	Income Tax Act (Practical)	02
23.	III	VI	5.5	OJT-01	B.COM(BM) 366P	On Job Training	04

B. Com ((Business Administration and Marketing) (Honors)

24.	IV	VII	6.0	DSC-16	B.COM(BM) 471T	Management Accounting	04
25.	IV	VII	6.0	DSC-17	B.COM(BM) 472T	Strategic Management	04
26.	IV	VII	6.0	DSC-18	B.COM(BM) 473T	Advanced Cost Accounting	04
27.	IV	VII	6.0	DSC-19	B.COM(BM) 474T	Financial Planning	02
28.	IV	VII	6.0	DSE-03	B.COM(BM) 475T	A. Advanced Auditing B. Costing Technique Examinations and Responsibility Accounting C. Marketing Techniques	04
29.	IV	VII	6.0	RM-01	B.COM(BM) 476T	Research Methodology	04
30.	IV	VIII	6.0	DSC-20	B.COM(BM) 481T	Financial Analysis and Control	04
31.	IV	VIII	6.0	DSC-21	B.COM(BM) 482T	Industrial Economics	04
32.	IV	VIII	6.0	DSC-22	B.COM(BM) 483T	Application of Cost Accounting	04
33.	IV	VIII	6.0	DSC-23	B.COM(BM) 484T	Organisational Behaviour	02
34.	IV	VIII	6.0	DSE-04	B.COM(BM) 485T	A. Business Taxation B. Cost Control and Cost System C. Service Marketing	04
35.	IV	VIII	6.0	OJT-02	B.COM(BM) 486P	On Job Training / Internship	04

B. Com ((Business Administration and Marketing)) (Honors with Research)

24.	IV	VII	6.0	DSC-16	B.COM(BM) 471T	Management Accounting	04
25.	IV	VII	6.0	DSC-17	B.COM(BM) 472T	Strategic Management	04

NEP 2.0

26.	IV	VII	6.0	DSC-18	B.COM(BM) 473T	Financial Planning	02
27.	IV	VII	6.0	DSE-03	B.COM(BM) 475T	A. Advanced Auditing B. Costing Technique Examinations and Responsibility Accounting C. Marketing Techniques	04
28.	IV	VII	6.0	RM-01	B.COM(BM) 476T	Research Methodology	04
29.	IV	VII	6.0	RP-01	B.COM(BM) 477P	Research Project-I	04
30.	IV	VIII	6.0	DSC-19	B.COM(BM) 481T	Financial Analysis and Control	04
31.	IV	VIII	6.0	DSC-20	B.COM(BM) 482T	Industrial Economics	04
32.	IV	VIII	6.0	DSC-21	B.COM(BM) 483T	Application of Cost Accounting	02
33.	IV	VIII	6.0	DSE-04	B.COM(BM) 485T	A. Business Taxation B. Cost Control and Cost System C. Service Marketing	04
34.	IV	VIII	6.0	PR-02	B.COM(BM) 486P	Research Project-II	08

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
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(Autonomous)
Syllabus

B. Com-I (Business Administration and Marketing)

Title of the Course: Business Administration								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI	ES	Total
DSC-01	B.COM(BM) 111T A	04	00	04	60	30	70	100

Learning Objectives:

1. To provide basic knowledge and understanding about various concepts of Business Management.
2. To help the students to understand the importance of management principles.
3. To create an understanding about various functions of management.
4. To provide them tools and techniques to be used in the performance of the managerial job.

Course Outcomes (Cos)

1. Students will be able to understand the importance of management and its evolution process in detail.
2. Students will learn various functions of management and their applicability.
3. Students will have a strong foundation in understanding management at work.
4. Students will analyse the importance of motivation and team work.

Detailed Syllabus:

Unit I : BASICS CONCEPTS

(15)

- Meaning and description of terms-Administration Management and Organization.
- ‘Administrators’-Meaning, Functions, Administration as a Profession.
- Types of Business Enterprises Classification on the basis of
 - (i) Size of Product. (ii) Form of Organization and Ownership.
 - (iii) Companies and Domestic Companies (iv) Joint Ventures and MNCS.
- Objectives : Economic and Social Objectives, Role of Profit Social Responsibility, Importance of Business Administration in a Developing economy.

Unit II. BUSINESS AND GOVERNMENT (15)

- Policies affecting business, Industrial, Taxation, Banking & Credit Policies
- Reasons for Government-Intervention
- Schemes and Packages of Government assistance to business.
- Effects of Liberalisation and Globalisation on business

Unit III. BUSINESS UNIT (15)

- Factors influencing location of factory
- Industrial Estates-Types, Merits, Demerits.
- Size of Business Units — Consideration for deciding size.
- Plant layout-Meaning, type, factors to be considered.
- Building Layout-Meaning, Types
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Unit : IV PRODUCTIVITY AND INDUSTRIAL SICKNESS (15)

- Meaning and Measurement, Factors affecting Productivity.
- Importance of Productivity Measures to boost productivity
- Role of National Productivity Council
- Product Quality Control Importance of Measures to improve quality-ISO 9000
- Industrial Sickness: Meaning, Causes and Consequences, Measures for preventing Industrial sickness and role played by Government.

Suggested Readings/Material:

1. Essentials of business Administration—K. Ashathappa- (Himalaya).
2. Business Administration and Management— S. C. Saxena.
3. Managing a Business in India—T. Thomas.
4. Principles of Business Management—S. A. Sherlekar, V. S. Sherlekar.
5. The Administrative Process—Stephen Robbins.
6. Essentials of Business Organization or and Management—M. S. Ramesh.
7. Industrial Administration and Management—J. Batty (Macdonald).
8. Modern Business Management—Herbert Hicks (Mc-Graw Hill).

तपशीलवार अभ्यासक्रमः**UNIT I: संकल्पना****(१५)**

- प्रशासन व्यवस्थापन आणि संस्था-अर्थ आणि वर्णन -
 - 'प्रशासक' - अर्थ, कार्ये, एक व्यवसाय म्हणून प्रशासन.
 - व्यवसाय एंटरप्रायझेस प्रकार वर्गीकरण
- (i) उत्पादनाचा आकार. (ii) संस्था आणि मालकीचे स्वरूप.
- (iii) कंपनी आणि देशांतर्गत कंपनी (iv) संयुक्त उपक्रम आणि MNCS.
- उद्दिष्टे : आर्थिक आणि सामाजिक उद्दिष्टे, नफ्याची भूमिका सामाजिक जबाबदारी, विकसनशील अर्थव्यवस्थेत व्यवसाय प्रशासनाचे महत्त्व.

UNIT II. व्यवसाय आणि सरकार**(१५)**

- व्यवसाय, औद्योगिक, कर आकारणी, बँकिंग आणि पत धोरणांवर परिणाम करणारी धोरणे
- सरकार-हस्तक्षेपाची कारणे
- व्यवसायासाठी सरकारी मदतीच्या योजना आणि पॅकेजेस.
- उदारीकरण आणि जागतिकीकरण व्यवसायावर प्रभाव

UNIT III. बिझनेस युनिट**(१५)**

- कारखान्याच्या स्थानावर परिणाम करणारे घटक
- औद्योगिक वसाहती-प्रकार, गुण, तोटे.
- व्यवसाय युनिट्सचा आकार - आकार ठरवण्यासाठी विचार.
- व्यवसाय युनिट्सची मांडणी-अर्थ, प्रकार, विचारात घ्यायचे घटक.
- बिल्डिंग लेआउट-अर्थ, प्रकार
-

UNIT : IV उत्पादन आणि औद्योगिक आजारपण**(१५)**

- अर्थ आणि मापन, उत्पादकता प्रभावित करणारे घटक.
- उत्पादकता वाढवण्यासाठी उत्पादकता उपायांचे महत्त्व
- उत्पादन गुणवत्ता नियंत्रण गुणवत्ता सुधारण्यासाठी उपायांचे महत्त्व - ISO 9000
- औद्योगिक आजार: अर्थ, कारणे आणि परिणाम, औद्योगिक आजार रोखण्यासाठीचे उपाय आणि सरकारची भूमिका.

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Syllabus

B. Com-I (Business Administration and Marketing)

Title of the Course: Marketing and Salesmanship								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CI	ESE	Total
DSC-02	B.COM(BM) 121T	04	00	04	60	30	70	100

Learning Objectives:

1. To understand market and marketing concepts, their evolution, and the functions of marketing.
2. To learn about market segmentation, its types, and the elements of the marketing mix.
3. To gain insights into product and price management, including pricing strategies.
4. To explore place mix and promotion mix concepts, their elements, and factors influencing their selection.

Course Outcomes (Cos)

1. Students will possess a proficient understanding of market concepts, their evolution, and marketing functions.
2. Students will learn about market segmentation, types, and marketing mix elements.
3. Students will have acquired advanced skills and gain insights into product and price management, including pricing strategies.
4. Students will be equipped with the necessary knowledge and skills to design and implement integrated place mix and promotion mix

Detailed Syllabus:

Unit I: Introduction to Market and Marketing (15)

1. Meaning and Definition of Market, Marketing and Marketing Management
2. Classification of Markets
3. Marketing Concept: Traditional and Modern
4. Importance of Marketing
5. Functions of Marketing:
6. Buying, Selling, Assembling, Storage, Transportation, Standardization, Grading, Branding, Advertising, Packaging, Labelling, Insurance, Marketing Finance, Marketing Risk, Market Research and Marketing Information.
7. Selling vs. Marketing

Unit II: Market Segmentation and Marketing Mix

(15)

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. Market Segmentation 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

(15)

A. Product Mix

1. Meaning and Definition- Product and Product Mix
2. Product Classification
3. Product Line and Product Mix
4. Product Classification
5. Product Life Cycle
6. 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 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 :

Sr. No.	Title of the Book	Author/s	Publication
1	Marketing Management	Philip Kotler	Pearson Publication
2	Marketing Management	Rajan Saxena	McGraw Hill Education
3	Principles of Marketing	Philip Kotler	Pearson Publication
4	Sales & Distribution Management	Tapan K Panda	Oxford Publication
5	Advertising Management	Rajiv Batra	Pearson Publication
6	Retail Management	Swapna Pradhan	McGraw Hill Publication
7	Retail Management	Gibson Vedamani	Jayco Publication
8	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication
9	Supply Chain Management	Sunil Chopra, Peter Meindl & D. V. Karla	Pearson Publication
10	Marketing and Salesmanship-I	Dr. M.P. Waghmare, Dr. S.D. Jagtap	Prashant Publication

मराठी रुपांतर

प्रकरण पहिले : बाजारपेठ आणि विपणन विषयाचे प्रारंभिक (१५)

१. बाजारपेठ , विपणन, विपणन व्यवस्थापन – अर्थ व व्याख्या
२. बाजारपेठांचे वर्गीकरण
३. विपणन संकल्पना – पारंपारिक आणि आधुनिक
४. विपणनाचे महत्व
५. विपणनाची कार्ये-
६. खरेदी, विक्री, एकत्रीकरण, संग्रहण, वाहतूक, प्रमाणीकरण, श्रेणीकरण, चिन्हाकन, जाहिरात, बांधणी, लेबलिंग, विमा, अर्थपुरवठा, विपणन जोखीम, विपणन संशोधन आणि विपणन माहिती
७. फरक – विक्री आणि विपणन

प्रकरण दुसरे : बाजारपेठ विभागणी आणि विपणन मिश्र (१५)

- अ) बाजारपेठ विभागणी: -
१. प्रास्ताविक
 २. अर्थ आणि व्याख्या
 ३. बाजारपेठ विभागणीचे प्रकार
 ४. विभागणीचे आधार
 ५. महत्व
 ६. मर्यादा
 ७. चांगल्या विभागणीचे गुण
- ब) विपणन मिश्र
१. प्रास्ताविक
 २. अर्थ आणि व्याख्या
 ३. विपणन मिश्रचे घटक - Product, Price, Place and Promotion
 ४. विपणन मिश्रचे महत्व

प्रकरण तिसरे : उत्पादन मिश्र आणि किंमत मिश्र (१५)

- अ) उत्पादन मिश्र
१. अर्थ आणि व्याख्या – वस्तू , उत्पादन मिश्र
 २. वस्तूचे वर्गीकरण
 ३. उत्पादन मार्ग आणि उत्पादन मिश्र
 ४. वस्तू जीवनचक्र
 ५. वस्तू व्यवस्थापनाचे घटक
- ब) किंमत मिश्र
१. अर्थ आणि व्याख्या – किंमत , किंमत मिश्र
 २. किंमत निश्चितीची उद्दिष्ट
 ३. किंमत निर्णयावर परिणाम करणारे घटक
 ४. किंमत निश्चितीच्या पद्धती / किंमत व्यूहरचना

प्रकरण चौथे : स्थल मिश्र आणि विक्रयवृद्धी मिश्र (१५)

- अ) स्थल मिश्र

१. अर्थ आणि व्याख्या – स्थल मिश्र
 २. महत्व
 ३. वितरणसाखळीचे प्रकार- ग्राहकोपयोगी वस्तू आणि औद्योगिक वस्तू
 ४. वितरण मार्ग निवडीवर परिणाम करणारे घटक
- ब) विक्रयवृद्धी मिश्र
१. अर्थ आणि व्याख्या - विक्रयवृद्धी मिश्र
 २. विक्रयवृद्धी मिश्रचे घटक – व्यक्तिगत विक्री , जाहिरात, प्रसिद्धी आणि
 ३. विक्रयवृद्धीवर परिणाम करणारे घटक
 ४. विक्रयवृद्धीची तंत्रे

विक्रयवृद्धी

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

B. Com-I (Business Administration and Marketing)

Title of the Course: Business Statistics								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-01	BCOM-BM 111T	04	00	04	60	30	70	100

Learning Objectives:

- To impart knowledge to the students about statistical tools and its applications. to build skills for statistical inference of business data.
- To develop Basic skills for quantitative application in business situations.

Course Outcomes (Cos)

1. Understand the power of excel spreadsheet in computing summary statistics.
2. Apply the concept of various measures of central tendency and variation and their importance in business.
3. Analyze and interpret the concept of probability, probability distributions and simulations in business world and decision making.

Unit I: Introduction of Statistics (15)

- 1.1 Meaning and Scope of Statistics
- 1.2 Attributes: Nominal and Ordinal Scale, Likert's scale
Variables : Interval scale , ratio scale
- 1.3 Types of data: . Primary data and Secondary data.
- 1.4 Data Presentation : Frequency classification: Frequency, Tally mark,
frequency distribution, sturge's rule, Tabulation, grouped and ungrouped data, inclusive, Exclusive, open end classes, cumulative frequency, relative frequency
- 1.5 Diagrammatic representation : Bar Diagrams(simple bar diagrams, multiple bar diagrams and sub-divided bar diagrams) and Pie Diagrams
- 1.6 Graphical Representation: Histogram ,Frequency polygon, Frequency curve, ogive curve

Unit II: Measures of central tendency and dispersion (15)

- 2.1 Definition of Central Tendency
- 2.2 Characteristics of good measures of Central Tendency.
- 2.3 Types of central Tendency;
Arithmetic Mean(A.M): Definition of Mean, formulae for ungrouped and grouped data (without proof) Properties of A.M , Weighted AM
Median: Definition of Median, Formulae for ungrouped and grouped data, Graphical Representation
Partition values: Quartiles, Deciles, Percentiles and their interrelationship

Mode: Definition of Mode, formulae for ungrouped and grouped data. Graphical Representation, Empirical relation between mean, median and mode.

Unit III Measures of Dispersion (15)

3.1 Concept and Definition of dispersion

3.2 Characteristics of good measures of Dispersion

3.3 Types of Dispersion: Absolute and relative measures of dispersions

Range: Definition, formula of range for ungrouped and grouped data, merits and demerits of range Coefficient of range

Mean deviation: definition, formula for ungrouped and grouped data Merits and Demerits, Coefficient of mean deviation, minimal property of MD

Variance and Standard deviation: definition, formula for ungrouped and grouped Data, Merits and demerit, combined variance, coefficient of quartile deviation coefficient of variation (C.V)

Unit IV Correlation and Regression(for ungrouped data) (15)

4.1 Concept of Bivariate data and examples of bivariate data.

4.2 Concept of correlation and types of correlation.

4.3 Scatter diagram, interpretation of types of correlation using Scatter diagram

4.4 Karl pearsons coefficient of correlation,

4.5 Properties of correlation (without proof)

4.5 Rank correlation, coefficient

4.6 Concept of linear Regression, Types of regression line (X on Y and Y on X) ,

4.7 Interpretation of regression coefficient and properties (without proof)

Suggested Readings:

1. Statistics for Business, Dr. S. K. Khandelwal, International Book House
2. Fundamentals of Business Statistics, J.K. Sharma, Pearson
3. Business Statistics , G.C. Beri, The McGraw-Hill companies
4. Statistics for Managerial decision Making, Dr. S. K. Khandelwal, International Book House
5. Business Statistics For Contemporary Decision Making, Ken Black Wiley, India Edition
6. Fundamentals of statistics, S.C. Gupta, Himalaya Publication House.

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Syllabus

B. Com-I (Business Administration and Marketing)

Title of the Course: Principles of Management								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-02	BCOM-BM 121T B	04	00	04	60	30	70	100

Learning Objectives:

- To explain the evolution of Management and its principles.
- To discuss the functions of management and their importance in business.
- To propose the application of the principles of management in an organizational setup.

Course Outcomes (Cos)

As a result of this course, students will:

1. Be able to define management, its roles and functions
2. Understand the nature and purpose of a SWOT analysis and conduct a strategic analysis of a business Describe characteristics of an organizational culture, discuss espoused values and values in action Conduct a cultural and business environment analysis
3. Ready to show an increased knowledge of international management terminology
4. Understand the process of globalization and how it affects management

Unit I: Nature of management (15)

- 1.1. Meaning, Definition, Importance & Functions
- 1.2. Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization –centralization and decentralization.
- 1.3. Concept of Management-Administration-Organization-Universality of management.
- 1.4. Evolution of management Thoughts
- 1.5 Concept of Managerial Thoughts
- 1.6. Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker
- 1.7. Indian Management ethos (Indian)and different Styles for example (J.R.D Tata, DhirubhaiAmbani, N. R. Narayana Murthy, VergheseKurien.

Unit II Functions of Management : Part – I (15)

- 2.1 Planning –Meaning –Need & Importance, types levels –advantages & limitations;
- 2.2 Forecasting- Need & Techniques;
- 2.3Decision making – Types - Process of rational decision making & techniques of decision making.
- 2.4 Organizing – Elements of organizing & process Types of organizations,
- 2.5 Delegation of authority – Need, difficulties in delegation – Decentralization.
- 2.6 Staffing – Meaning & importance
- 2.7. Direction - Nature – Principles

- 2.8. Motivation - Importance – Theories
- 2.9. Leadership – Meaning - qualities of effective Leadership & functions of leader
- 2.10. Coordination - Need – Importance 4.5 Controlling – Need, nature, Importance, Process & techniques

Unit III Strategic Management (15)

- 3.1 Definition,
- 3.2 Classes of Decisions
- 3.3 Levels of Decisions
- 3.4 Strategy
- 3.5 Role of Strategic Management and its benefits
- 3.6 Strategic Management in India

Unit IV Recent Trends in Management (15)

- 4.1 Management of change
- 4.2 Disaster Management
- 4.3 Total Quality Management
- 4.4 Stress Management
- 4.5 Social Responsibility of management

Suggested Readings:

1. Essential of Management - Harold Koontz and Itinz Wiebritch- McGraw-Hill
2. Management Theory & Practice – J.N. Chandan
3. Essential of Business Administration – K. Aswathapa, Himalaya Publishing House
4. Principles & Practice of management – Dr. L.M. Prasad, Sultan Chand & Sons – New Delhi
5. Business Organization & management – Dr. Y.K. Bhushan.
6. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
7. Business organization and management by Talloo by Tata Mc Graw Hill