

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 and Syllabus for

Open Elective: Commerce

खुला वैकल्पिक विषय: वाणिज्य

(For Students of Arts and Science Faculty)
(कला व विज्ञान शाखेतील विद्यार्थ्यांकरिता)

Implemented from

Academic Year 2024-25

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

Introduction of Open Electives (Commerce): For Arts and Science Faculty

Open Elective course of Commerce is designed to introduce students from the Arts and Science faculties to the fundamental concepts and principles of commerce. Commerce plays a crucial role in today's globalized world, serving as the backbone of economic activities and facilitating trade and business transactions across borders. This course aims to equip students with the knowledge and skills necessary to understand the dynamics of commerce, its significance in various sectors, and its implications for individual career development and societal progress.

Commerce encompasses a wide range of activities, including trade, finance, marketing, management, and entrepreneurship. Understanding these aspects of commerce is essential for students regardless of their academic background, as commerce influences various aspects of daily life and business operations. By studying commerce, students gain insights into the functioning of markets, financial systems, and business organizations, which are integral components of both local and global economies. This course offers valuable insights and skills that are highly relevant to students' career development and professional aspirations. In today's competitive job market, employers seek candidates with a strong understanding of business fundamentals and practical knowledge of commerce-related concepts. By undertaking this course, students enhance their employability and broaden their career opportunities across diverse sectors such as finance, marketing, human resources, international trade, and entrepreneurship.

It offers an invaluable opportunity for students to gain a comprehensive understanding of commerce and its relevance to both personal and professional development. By acquiring knowledge and skills in commerce, students will be better prepared to navigate the complexities of the modern business world and pursue fulfilling careers in their chosen fields.

Open Elective/ Generic Elective Framework and Course Distribution:**Subject: Commerce (For Arts and Science Faculty only)**

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	OE-01	OE-CM 01T	Basics of Commerce-I	02
2.	I	II	5.0	OE-01	OE-CM 02T	Basics of Commerce-II	02
3.	II	III	5.5	OE-03	OE-CM 03T	Basics of Banking Operations	02
4.	II	IV	6.0	OE-04	OE-CM 04T	Basics of Income Tax	02
Total							08

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

Title of the Course: Basics of Commerce-I								
Year: I					Semester: I			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
OE-01	OE-CM 01T	02	00	02	30	15	35	50

Learning Objectives:

1. To understand basic concepts of Commerce and Business.
2. To differentiate between economic and non-economic activities.
3. To identify objectives of businesses and the role of profit.
4. To explore types of trade and their procedures.

Course Outcomes (Cos)

1. To enable students to gain clarity on fundamental concepts in Commerce and Business.
2. To enhance the ability of students to Recognize business objectives and the significance of profit.
3. To gain the knowledge of types of trade and their economic implications.
4. Students will be able to define the Business Environment and its relevance to business operations.

Detailed Syllabus: Unit I: Introduction to Commerce and Business**(12)**

- Introduction
- Non-Economic Activities
- Economic Activities-Business, Profession and Employment
- Business Objectives
- Role of profit in Business
- Classification of Business Activities-Industry and Commerce
- Difference between Business, Industry and Commerce

Unit II: Trade and Small Scale Industry**(10)**

- Introduction and meaning
- Types of Trade-
 - A. Domestic-Wholesale Trade, Retail Trade and its types
 - B. International-Export, Import and Entrepot and its procedure
- Introduction, Meaning and Definition of Small scale Industry
- Importance, advantages and challenges of Small scale Industry

Unit III: Business Environment**(08)**

- Introduction, Meaning and Definition

- Importance of Business Environment
- Dimensions of Business Environment
- New Economic policy and its impact on Business Environment

Suggested Readings/Material:

1. Organization of Commerce and Management, Maharashtra State Bureau of Textbook Production and Curriculum Research,Pune
2. "Business Organisation and Management" by M.C. Shukla, T.S. Grewal, and S.C. Gupta - Published by S. Chand & Company Ltd.
3. "Introduction to Business" by N.M. Agrawal - Published by Central Law Agency.
4. "Business Basics: A Guide to Starting and Growing a Small Business" by Subhash Chandra Das - Published by PHI Learning Private Limited.
5. "Business Organizations: A Transactional Approach" by R. N. Srivastava - Published by Bharat Law House.
6. "International Trade: Theory and Practice" by Surajit Sinha - Published by Excel Books.
7. "Company Law" by Avtar Singh - Published by Eastern Book Company.
8. "Partnership Firm" by S.R. Singla - Published by Sultan Chand & Sons.
9. "E-Business and E-Commerce Management: Strategy, Implementation, and Practice" by Dave Chaffey and Tanya Hemphill - Published by Pearson Education Limited.
10. "The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism" by Arun Sundararajan - Published by The MIT Press.

मराठी रूपांतर

प्रकरण १: वाणिज्य व व्यवसायाची ओळख (१२)

- प्रस्तावना
- आर्थिकेतर कृती
- आर्थिक कृती - व्यवसाय, पेशा, नोकरी
- व्यवसायाची उद्दिष्टे
- व्यवसायातील नफ्याचे महत्व
- व्यावसायिक कृतीचे वर्गीकरण-उद्योग आणि वाणिज्य
- व्यवसाय, उद्योग आणि वाणिज्य यामधील फरक

प्रकरण २: व्यापार आणि लघुउद्योग (१०)

- प्रस्तावना व अर्थ
- व्यापाराचे प्रकार
 - अंतर्गत व्यापार - घाऊक व्यापार, किरकोळ व्यापार आणि प्रकार
 - आंतरराष्ट्रीय व्यापार - निर्यात, आयात आणि पुनर्निर्यात आणि प्रक्रिया
- लघुउद्योग- प्रस्तावना, अर्थ आणि व्याख्या
- लघुउद्योगाचे महत्व, फायदे आणि आव्हाने.

प्रकरण .३ : व्यावसायिक पर्यावरण (०८)

- प्रस्तावना व अर्थ आणि व्याख्या
- व्यावसायिक पर्यावरणाचे महत्व
- व्यावसायिक पर्यावरणाचे पैलू/घटक
- नवीन आर्थिक धोरण आणि त्याचा व्यावसायावारिक परिणाम

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
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Syllabus of Open Elective: Commerce

Title of the Course: Basics of Commerce-II								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
OE-02	OE-CM 02T	02	00	02	30	15	35	50

Learning Objectives:

1. To understand various forms of business organization.
2. To analyze characteristics and advantages of Sole Trading Concern, Partnership Firms, Joint Hindu Family Businesses, Co-operative Societies, and Joint Stock Companies.
3. To define management, its levels, and its classification as an Art, Science, and Profession.
4. To differentiate between Traditional Business and E-Business, and understand Online Transactions and Outsourcing.

Course Outcomes (Cos)

1. Students will gain knowledge of diverse business organization structures.
2. It will help to assess the operational dynamics and merits of different business forms.
3. Students will understand management principles and its application across organizational levels.
4. It will help to analyze the impact of E-Business, Online Transactions, and Outsourcing on modern commerce.

Detailed Syllabus: Unit I: Forms of Business Organisation

(15)

- Private sector organizations
- Sole Trading Concern-Meaning, Definition, Features, Advantages and Limitations
- Partnership Firm -Meaning, Definition, Features, Advantages and Limitations
- Joint Hindu Family Business- Meaning, Definition, Features, Advantages and Limitations
- Co-operative Society-Meaning, Definition, Features, Advantages and Limitations
- Joint Stock company-Meaning, Definition, Features, Advantages and Limitations

Unit II: Introduction to Management

(08)

- Introduction, Meaning and Definition
- Characteristics of Management
- Levels of Management
- Management as an Art, Science and Profession

Unit II: Emerging Modes of Business**(12)**

- Traditional Business and E-Business
- E- Business- Meaning, Scope, Advantages and Limitations
- Online Transaction-Meaning and Procedure
- Outsourcing-Concept, Need, Advantages and Disadvantages
- Types of Outsourcing
 - Business Process Outsourcing
 - Knowledge Process Outsourcing
 - Legal process outsourcing

Suggested Readings/Material:

1. Organization of Commerce and Management, Maharashtra State Bureau of Textbook Production and Curriculum Research,Pune
2. "Business Organisation and Management" by M.C. Shukla, T.S. Grewal, and S.C. Gupta - Published by S. Chand & Company Ltd.
3. "Introduction to Business" by N.M. Agrawal - Published by Central Law Agency.
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5. "Business Organizations: A Transactional Approach" by R. N. Srivastava - Published by Bharat Law House.
6. "International Trade: Theory and Practice" by Surajit Sinha - Published by Excel Books.
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प्रकरण १: व्यवसाय संघटनाचे प्रकार

(१५)

- खाजगी क्षेत्र
- एकल व्यापारी संघटना-अर्थ, व्याख्या, वैशिष्ट्ये, फायदे आणि दोष.
- भागीदारी संस्था-अर्थ, व्याख्या, वैशिष्ट्ये, फायदे आणि दोष.
- एकत्र हिंदु कुटुंब पद्धती व्यवसाय - अर्थ, व्याख्या, वैशिष्ट्ये, फायदे आणि दोष.
- सहकारी संस्था -अर्थ, व्याख्या, वैशिष्ट्ये, फायदे आणि दोष.
- संयुक्त भांडवली संस्था-अर्थ, व्याख्या, वैशिष्ट्ये, फायदे आणि दोष.

प्रकरण २: व्यवस्थापनाची ओळख

(०८)

- प्रस्तावना,अर्थ आणि व्याख्या
- व्यवस्थापनाची वैशिष्ट्ये
- व्यवस्थापनाचे स्तर
- व्यवस्थापन कला, शास्त्र व पेशा

प्रकरण ३: व्यवसायातील उभरत्या पद्धती

(१२)

- पारंपारिक व्यवसाय आणि इ-व्यवसाय
- इ-व्यवसाय - अर्थ, व्याप्ती, फायदे आणि दोष.
- ऑनलाईन व्यवहार- अर्थ आणि प्रक्रिया
- बाह्य सेवा - संकल्पना, गरज, फायदे आणि तोटे.
- बाह्य सेवेचे प्रकार
 - व्यवसाय प्रक्रिया बाह्यसेवा (BPO)
 - ज्ञान प्रक्रिया बाह्यसेवा (KPO)
 - कायदे प्रक्रिया बाह्यसेवा (LPO)