

Savitribai Phule Pune University
Faculty of Commerce & Management
Structure for Three Year
B.Com. (Vocational) Degree Course (Choice Based Credit System)
(2019 Pattern)
With effect from June, 2019

Preamble

Commerce Vocational Education refers to, in addition to general education, the study of technologies and related sciences and the acquisition of practical skills, attitudes, understanding and knowledge relating to occupations in various sectors of economic and social life.

As per the UGC and the Savitribai Phule Pune University norms, vocational education is an integral part of general education. It is a means of preparing for occupational fields and for effective participation in the world of work and for responsible citizenship. In this sense, it can become an instrument for promoting environmentally sound sustainable development and a method of facilitating poverty alleviation.

In a time of continuous economic, social and technological change, skills and knowledge become quickly out-of-date. There is a need to develop the knowledge and skills that will help the workforce become more flexible and responsive to the needs of local human resources, while competing in the global economy.

The choice based credit system offers a cafeteria approach where the students have the liberty to choose courses of their own choice. The credit system allows students to opt for additional courses where he / she can score more than the required credits. The system will focus on student centric learning methods, which include use of Information and Communication Technology, innovative methods of teaching and learning and emphasis on industry interaction to enable the learners to take up professional challenges more effectively.

1) INTRODUCTION

The B.Com (Vocational) Degree Course (2019 pattern) will be introduced in the following order:-

- | | |
|-----------------------|-----------|
| a. First Year B.Com. | 2019-2020 |
| b. Second Year B.Com. | 2020-2021 |
| c. Third Year B.Com. | 2021-2022 |

The B.Com. (Vocational) Degree Course will consist of six semesters divided into three Years. The first year (Semester I and II) choice based credit system examination will be held at the end of the each semester.

The Second Year (Semester III and IV) and Third Year (Semester V and VI) choice based credit system examination will be held at the end of the each semester

2) ELIGIBILITY

- a) No Candidates shall be admitted to enter the First Year of the B.Com. (Vocational) Degree Course (2019 pattern) unless he / she has passed the Higher Secondary School Certificate Examination of the Maharashtra State Board of Higher Secondary Education Board or equivalent or University with English as a passing Course.
- b) No candidate shall be admitted to the Third Semester examination of the Second Year unless he/she has cleared first two semesters satisfactorily for the course at the college affiliated to this University.
- c) No candidate shall be admitted to the Third Year of the B.Com. (Fifth semester) Degree Course (2019 Pattern) unless he/she has cleared all the papers of first and second semester Examination of F.Y. B.Com. (Vocational) and has satisfactorily kept terms for the second year (Third and Fourth Semester) and also fifth semester for the third year of B.Com) satisfactorily in a college affiliated to this University.
- d) Vocational Subject can be chosen at F.Y. level. The same subject has to be taken at S.Y. B.Com. & T.Y. B.Com. The subject change at S.Y. or T.Y. B.Com. is not allowed.

1. A.T.K.T. Rules :

- If a candidate fails in all the courses (subject heads) of passing of Sem I shall be allowed to proceed to Sem II. However, a student who fails in four theory courses and two practical courses at semester I and II taken together may be admitted to semester III & IV.
- If a candidate fails in all the courses (subject heads) of passing of Sem III shall be allowed to proceed to Sem IV.
- If a candidate fails in all the courses (subject heads) of passing of Sem V shall be allowed to proceed to Sem VI. However, a student who fails in four theory courses and two practical courses at semester III and IV taken together may be admitted to semester V & VI.
- No candidate shall be allowed to proceed to Sem V unless the candidate has cleared Sem I & II in all courses (Subjects).
- ATKT rules are applicable for II and IV Sem.

2. COURSES CARRYING PRACTICALS

- a) Each practical course will be of one credit.
- b) There will be practical and practical examination for semester I and II of the F.Y.B.Com. For the Course Financial Accounting.
- c) There will be practical and practical examinations for the special Courses (Discipline Special Elective) of S.Y.B.Com. (Semester III and IV) and of T.Y.B.Com. (Semester V & VI)

- d) There will be Practical for the S.Y.B.Com level Compulsory Course Business Communication (Semester III and IV) & for T.Y.B.Com Auditing and Taxation (Semester V) & (Semester VI)
- e) A Student must offer the same Special Course at T.Y.B.Com. (Semester V & VI) which he / she has offered at S.Y.B.Com. (Semester III and IV)
- f) In an exceptional case, a student may change the Course chosen by him at third and fourth semester of second year during the first semester of the third year provided he keeps the additional terms of the Course at S.Y.B.Com.

Course having practical examination:-

Semester	Type of Course	Name of Practical Course	Course Code
I	Core Course	Financial Accounting – I	PR - 112
II	Core Course	Financial Accounting – II	PR – 122
III	Core Course	Business Communication – I	PR - 231
III	Discipline Specific Elective	<p align="center">Special Course Paper(I)</p> a) Business Administration b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism l) Computer Programming and Application	PR- 236
IV	Core Course	Business Communication – II	PR- 241
IV	Discipline Specific Elective	<p align="center">Special Course Paper(I)</p> a) Business Administration b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism l) Computer Programming and Application	PR- 246
V	Core Course	Auditing & Taxation – I	PR- 354

V	Discipline Specific Elective	<p align="center">Special Course Paper(II)</p> <ul style="list-style-type: none"> a) Business Administration b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism l) Computer Programming and Application 	PR- 355
V	Discipline Specific Elective	<p align="center">Special Course Paper(III)</p> <ul style="list-style-type: none"> a) Business Administration b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism l) Computer Programming and Application 	PR- 356
VI	Core Course	Auditing & Taxation – II	PR- 364
VI	Discipline Specific Elective	<p align="center">Special Course Paper(II)</p> <ul style="list-style-type: none"> a) Business Administration b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism l) Computer Programming and 	PR- 365

		Application	
VI	Discipline Specific Elective	<p align="center">Special Course Paper(III)</p> a) Business Administration b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism l) Computer Programming and Application	PR- 366
B.COM. VOCATIONAL			
Semester	Type of Course	Name of Practical Course	Course Code
I	Vocational Subject – Paper -I	Computer Applications -I or Advertising, Sales Promotion and Sales Management-I or Tax Procedure & Practices -I	PR-115 (A) PR-115 (B) PR-115 (C)
	Vocational Subject – Paper -II	Computer Applications-II or Advertising, Sales Promotion and Sales Management-II or Tax Procedure & Practices -II	PR-116 (A) PR-116 (B) PR-116 (C)
II	Vocational Subject – Paper -I	Computer Applications -I or Advertising, Sales Promotion and Sales Management-I or Tax Procedure & Practices -I	PR-125 (A) PR-125 (B) PR-125 (C)
	Vocational Subject – Paper -II	Computer Applications-II or Advertising, Sales Promotion and Sales Management-II or Tax Procedure & Practices -II	PR-126 (A) PR-126 (B) PR-126 (C)

III	Vocational Subject – Paper -I	Computer Applications -I or Advertising, Sales Promotion and Sales Management-I or Tax Procedure & Practices -I	PR-235 (A) PR-235 (B) PR-235 (C)
	Vocational Subject – Paper -II	Computer Applications-II or Advertising, Sales Promotion and Sales Management-II or Tax Procedure & Practices -II	PR-236 (A) PR-236 (B) PR-236 (C)
IV	Vocational Subject – Paper -I	Computer Applications -I or Advertising, Sales Promotion and Sales Management-I or Tax Procedure & Practices -I	PR-245 (A) PR-245 (B) PR-245 (C)
	Vocational Subject – Paper -II	Computer Applications-II or Advertising, Sales Promotion and Sales Management-II or Tax Procedure & Practices -II	PR-246 (A) PR-246 (B) PR-246 (C)
V	Vocational Subject – Paper -I	Computer Applications -I or Advertising, Sales Promotion and Sales Management-I or Tax Procedure & Practices -I	PR-355 (A) PR-355 (B) PR-355 (C)
	Vocational Subject – Paper -II	Computer Applications-II or Advertising, Sales Promotion and Sales Management-II or Tax Procedure & Practices -II	PR-356 (A) PR-356 (B) PR-356 (C)
VI	Vocational Subject – Paper -I	Computer Applications -I or Advertising, Sales Promotion and Sales Management-I or	PR-365 (A) PR-365 (B)

		Tax Procedure & Practices -I	PR-365 (C)
Vocational Subject – Paper -II		Computer Applications-II or	PR-366 (A)
		Advertising, Sales Promotion and Sales Management-II or	PR-366 (B)
		Tax Procedure & Practices -II	PR-366 (C)

3. MEDIUM OF INSTRUCTION

The medium of instruction for B.Com (Vocational) Degree course shall be either Marathi or English except languages. The Medium of instructions for Business Communication (S.Y.B.Com) shall be English only.

4. UNIVERSITY TERMS

The dates for the commencement and conclusion of the first and the second terms shall be as determined by the University Authorities. Only duly admitted students can keep the terms. The present relevant ordinances pertaining to grant of terms will be applicable.

5. VERIFICATION AND REVALUATION

The candidate may apply for verification and revaluation or result through Principal of the College which will be done by the University as per ordinance framed in that behalf.

6. RESTRUCTURING OF COURSES

This revised course structure shall be made applicable to the colleges implementing 'Restructured Programme at the undergraduate level from June, 2019. The Colleges under the Restructured Programme which has revised their structure in the light of the "2019 Pattern" shall be introduced with effect from academic year 2019-20.

7. STANDARD OF PASSING.

A candidate is required to obtain 40% marks in practical and university semester examination. It means passing separately at practical and semester Examinations is compulsory.

8. METHODS OF EVALUATION, PASSING, AND EVALUATION CRITERIA:-

The evaluation of students will be done on three parameters:-

- Internal evaluation
- Practical Examination (list of Courses having practical is given in note No. 2)
- University examination

For university examination, question papers will be set for seventy marks (three hours duration)

Evaluation will be done on a continuous basis, three times during each semester. Internal evaluation will be of 30 marks. The colleges need to adopt any three out of the following methods for internal evaluation:-

- a. Written examination
- b. Quiz
- c. Presentations
- d. Projects
- e. Assignments
- f. Tutorials
- g. Orals

9. RESTRUCTURING OF COURSES – EQUIVALENCE AND TRANSITORY PROVISION:

The University will conduct examination of old course (2013 Pattern) for next three academic years from the date of implementation of course.

The candidate of old course will be given three chances to clear his/her Courses as per the old course (2013 Pattern) and thereafter he/she will have to appear for the Courses under Courses as per the equivalence given to old course(2013 Pattern).

10. SCHEMES OF CREDITS –

Total credits for three year integrated B.Com. Course is as follows:-

Sr. No.	Semester No	No. of courses	Lecture Hours	Credit per course	Credit for practical courses	Add on course credit (*)	Lectures + Practical + add on courses = Total Credits
1	I	7	48	3	1	1	21 +2 =23
2	II	7	48	3	1	1	21 +2 =23
3	III	6	48	3	2	0	18+2 =20
4	IV	6	48	3	2	2	18+2+2 =22
5	V	6	48	3	3	0	18+3=21
6	VI	6	48	3	3	2	18+3+2 =23
Total No. of credits							132

Suggested Add On courses (*)

Sr. No.	Add on course	Class	Semester	Credit
1.	Value added course - I	F.Y.B.Com.	I	1
2.	Value added course – II	F.Y.B.Com.	II	1
3.	Environment Awareness	S.Y.B.Com.	IV	2
4.	Specific Add - on Course related to specialized Course/ Internship	T.Y.B.Com.	VI	2
Total				6

Revised structure for three year B.Com (Vocational) Degree Courses under CBCS w.e.f. 2019-20

Semester - I

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
111	Compulsory English- I	Ability Enhancement Compulsory Course	4	3	30	70	-	100	3 Hours
112	Financial Accounting – I	Core Course	4	3	30	50	20	100	3 Hours
113	Business Economics- I	Core Course	4	3	30	70	-	100	3 Hours
114 (A) 114(B)	Business Mathematics and Statistics - I OR Computer Concepts and Application- I	Core Course	4	3	30	70	-	100	3 Hours
115 (A) 115 (B) 115 (C)	Vocational Subjects Computer Applications -I or Advertising, Sales Promotion and Sales Management-I or Tax Procedure-I	Generic Elective Course	4	3	30	50	20	100	3 Hours

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
116 (A)	Vocational Subjects Computer Applications-II		4	3	30	50	20	100	3 Hours

116 (B)	or Advertising, Sales Promotion and Sales Management-II or Tax Procedure-II	Generic Elective Course							
116 (C)									
117	Any one of the following Language Additional English/ Marathi/ Hindi/ Gujarati/ Sindhi/ Persian/ Urdu/ French/ German / Sanskrit / Arabic	Ability Enhancement	4	3	30	70	-	100	3 Hours

Revised structure (2019 pattern) for three year B.Com (Vocational) Degree Courses under CBCS w.e.f. 2019-20

Semester - II

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
121	Compulsory English- II	Ability Enhancement Compulsory Course	4	3	30	70	-	100	3 Hours
122	Financial Accounting – II	Core Course	4	3	30	50	20	100	3 Hours
123	Business Economics- II	Core Course	4	3	30	70	-	100	3 Hours
124 (A)	Business Mathematics and Statistics - II OR Computer Concepts and Application- II	Core Course	4	3	30	70	-	100	3 Hours
124(B)									

	Vocational Subjects	Generic Elective Course	4	3	30	50	20	100	3 Hours
125 (A)	Computer Applications -I or								
125 (B)	Advertising, Sales Promotion and Sales Management-I or								
125 (C)	Tax Procedure-I								

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment	
						Univ. Exam	Practical Exam
	Vocational Subjects		4	3	30	50	20
126 (A)	Computer Applications-II or						
126 (B)	Advertising, Sales Promotion and Sales Management-II or	Generic Elective Course					
126 (C)	Tax Procedure-II						
127	Any one of the following Language - II Additional English/ Marathi/ Hindi/ Gujarati/ Sindhi/ Persian/ Urdu/ French/ German / Sanskrit / Arabic	Ability Enhancement	4	3	30	70	-

Revised structure (2019 pattern) for three year S.Y.B.Com (Vocational) Degree Courses under CBCS w.e.f. 2020-21

Semester - III

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
231	Business Communication - I	Core Course	4	3	30	50	20	100	3 Hours
232	Corporate Accounting – I	Core Course	4	3	30	70	-	100	3 Hours
233	Business Economics- I (Macro)	Core Course	4	3	30	70	-	100	3 Hours
234	Business Management - I	Core Course	4	3	30	70	-	100	3 Hours
235 (A)	Vocational Subjects Computer Applications -I or	Discipline Special Elective	4	3	30	50	20	100	3 Hours
235 (B)	Advertising, Sales Promotion and Sales Management-I or								
235 (C)	Tax Procedure-I								
236 (A)	Vocational Subjects Computer Applications-II or	Generic Elective Course	4	3	30	50	20	100	3 Hours
236 (B)	Advertising, Sales Promotion and Sales Management-II or								
236 (C)	Tax Procedure-II								

Revised structure (2019 pattern) for three year S.Y.B.Com (Vocational) Degree Courses under CBCS
w.e.f. 2020-21

Semester - IV

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
241	Business Communication- II	Core Course	4	3	30	50	20	100	3 Hours
242	Corporate Accounting – II	Core Course	4	3	30	70	-	100	3 Hours
243	Business Economics- II (Macro)	Core Course	4	3	30	70	-	100	3 Hours
244	Business Management - II	Core Course	4	3	30	70	-	100	3 Hours
245 (A)	Vocational Subjects Computer Applications -I or	Generic Elective Course	4	3	30	50	20	100	3 Hours
245 (B)	Advertising, Sales Promotion and Sales Management-I or								
245 (C)	Tax Procedure-I								

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
246 (A)	Vocational Subjects Computer Applications-II or	Generic Elective Course	4	3	30	50	20	100	3 Hours
246 (B)	Advertising, Sales Promotion and Sales Management-II or								
246 (C)	Tax Procedure-II								

Revised structure (2019 pattern) for three year T.Y.B.Com (Vocational) Degree Courses under CBCS w.e.f. 2021-22

Semester - V

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
351	Business Regulatory Framework - I	Core Course	4	3	30	70	-	100	3 Hours
352	Advanced Accounting – I	Core Course	4	3	30	70	-	100	3 Hours
353	Indian and Global Economic Development - I Or International Economics – I	Core Course	4	3	30	70	-	100	3 Hours
354	Auditing & Taxation - I	Core Course	4	3	30	50	20	100	3 Hours
355(A) 355 (B) 355 (C)	Vocational Subjects Computer Applications-I or Advertising, Sales Promotion and Sales Management-I or Tax Procedure-I	Discipline Special Elective	4	3	30	50	20	100	3 Hours

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
356(A) 356(B) 356 (C)	Vocational Subjects Computer Applications-II or Advertising, Sales Promotion and Sales Management-II or Tax Procedure-II	Generic Elective Course	4	3	30	50	20	100	3 Hours

Revised structure (2019 pattern) for three year S.Y.B.Com (Vocational) Degree Courses under CBCS w.e.f. 2021-22

Semester - VI

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
361	Business Regulatory Framework – II	Core Course	4	3	30	70	-	100	3 Hours
362	Advanced Accounting – II	Core Course	4	3	30	70	-	100	3 Hours
363	Indian and Global Economic Development - II Or International Economics – II	Core Course	4	3	30	70	-	100	3 Hours
364	Auditing & Taxation - II	Core Course	4	3	30	50	20	100	3 Hours
365 (A)	Vocational Subjects Computer Applications -I or	Generic Elective Course	4	3	30	50	20	100	3 Hours
365 (B)	Advertising, Sales Promotion and Sales Management-I or								
365 (C)	Tax Procedure-I								

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
366(A)	Vocational Subjects Computer Applications-II or	Generic Elective Course	4	3	30	50	20	100	3 Hours
366 (B)	Advertising, Sales Promotion and Sales Management-II or								
366 (C)	Tax Procedure-II								

Note: If case of any query or additional details required, please refer to the guidelines mentioned in revised structure of the Three Year B.Com. Degree Course (Choice Based Credit System) (2019 Pattern) under Faculty of Commerce & Management.

Revised syllabus for three years B. Com (Vocational) Degree Course under CBCS

Syllabus for B. Com. (Vocational) Semester –I

Computer Applications -I

Subject Name: - Computer Applications - I

Course code :- 115 (A)

Credit-3

Objective of the Program

1. To get acquainted with the computer systems
2. To learn and understand the basics of computer hardware, software, data ware and human ware
3. To get introduced to the computer applications in business
4. To get introduced to the concept of office automation

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Introduction to Computer Systems	1.1. Definition of Computer 1.2. Characteristics of Computer 1.3. . Evolution of Computers, Generation of Computers 1.4. Types of Computer 1.5. Applications of Computer 1.6. Block Diagram of Computer	To learn basics of computer
2	Number Systems	2.1. a) Binary, b) Octal, c) Decimal, d) Hexadecimal 2.2. Conversion of number system 2.4. Alphanumeric codes for character representation: a) BCD, b) EBCDIC, c) ASCII, d) Unicode	To learn computer systems and data representation
3.	Computer Architecture and Hardware	3.1 Central Processing Unit 3.2 Computer Memory : Primary Memory - Register, RAM, Cache and ROM Secondary Memory – Magnetic Tape, Magnetic Disks (Floppy and Hard disk, RAID) CD-ROM, DVD, Pen Drive 3.3 Input devices: Keyboard, Mouse, Light pen, Touch Screen, Barcode Reader, Optical Scanner, OMR, MICR, Digitizer, Camera, Microphone 3.4 Output Devices: Monitor, Printer – Desk jet, Dot matrix, LASER Printers, Plotter	To learn the various devices of the computer system
4.	Operating Systems	Define Operating Systems, Functions, Widows Operating Environment, GUI, Icons, Toolbars, Taskbar, Control panel, Clipboard, Accessories, Paint brush, Introduction to Word Processing software – Mail merge, Page Setting, Font formatting	To learn windows operating system and word processing software

5. To learn the concept of programming.

Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Expected Outcome
1	6	Power Point Presentation	You tube / Video Presentation	Introduce Computer
2	8	Demo Lecture	Computer Based Tutor	Data Representations
3	6	Power Point Presentation	Presentations / Youtube Video	Various Devices of Computer System
4	4	Demo Lecture	Computer Based Tutor CDs	Windows Operating System

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	05	Theory Exam: 50 Marks Practical Exam: 20 Marks
Unit – II	05	
Unit – III	10	
Unit – IV	10	

References

Sr. No.	Title of the Book	Author/s	Publication
1.	Introduction to Computers	Peter Norton	TATA McGraw-HILL
2.	Computer Fundamentals	P. K . Sinha	BPB Publication
3.	Computer Fundamentals	V. Rajaraman	PHI

Syllabus for B. Com. (Vocational) Semester –I

Advertising, Sales Promotion and Sales Management-I

Subject Name: - Marketing Communication - I

Course code :- 115 (B)

Credit-3

Objective of the programme

- To understand the concept, need, importance, utility of Advertising, sales promotion and sales management
- To develop the skills of students to face the modern world of Advertising
- To create awareness among the students to face the modern world of Advertising
- To motivate students for innovative ideas, rational thoughts and competency
- To encourage creative thinking and focus on over all development of the student.

	Title of the Unit	Content	Purpose skills to be developed
1	Introduction to Marketing	Meaning Definition and purpose of modern marketing, marketing functions	To understand need and importance of modern day marketing and its functions.To understand various concepts of marketing
2	Marketing communication	Role and importance of Marketing Communication	To understand need and importance of effective communication in marketing.
3	Marketing Communication Process	To know the process of effective communication process. To Know Barriers to effective communication	To understand Process of Communication Process and barriers to effective communication
4	New concepts in marketing communication	Various channels for establishing communication with customers Such as social media and events	E- Marketing Internet Marketing Relationship marketing Virtual Marketing Multi-level Marketing Direct Marketing

Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV applications	Project	Expected Outcome
1	12	Guest lecture by eminent person from actual field work to get firsthand experience	-	Project can be given on the subject of modern concept of marketing	Student must able to understand new concept of marketing
2	12	PPT Presentation of Barriers to Communication	-	Make a Power point presentation Printout of the same, paste in Journal.	Student must able to understand communication process and barriers to communication
3	12	Visit to any office for understanding concept of public relation	Role of public relations in different Organizations	Group discussion or role play	Student must able to understand role of public relation in creating brand image
4	12	Library assignment to understand new concept in marketing communication	-	Collection of information from internet	Student must able to understand various media to establish communication with stake holders of the business

Method of evaluation

Subject	Internal Evaluation	External Evaluation
Unit 1	07	Theory exam 50 marks Practical exam 20 marks Total 70 marks
Unit 2	08	
Unit 3	07	
Unit 4	08	

References

Sr.No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management (15 th edition)	Philip Kotler, Kevin Isne Keller	Pearson publications	UK
2	Principles of Marketing(17 th edition)	Philip Kotler , gary Armstrong, Prafullaagnihitri	Pearson Publications	UK
3	Marketing communication	Larry Percy	-	Canada
4	Marketing and Salesmanship	S.A. Sherlekar	Himalaya Publishing House.	India
5	Sales Promotion and Advertising Management,	M.N. Mishra	Himalaya Publishing House.	India
6	Event Management	-	Pearson	UK
7	Advertising, Sales and Promotion Management,	S.A. Chunawala,	Himalaya Publishing House	India

Syllabus for B. Com. (Vocational) Semester –I

Tax Procedure & Practices Paper I

Subject Name : Indian Tax System & Income Tax

Course code :- 115 (C)

Credit-3

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Introduction to Taxation System	Meaning & Definition of tax, Nature, Scope, Objective, Importance, & Future of taxation in India, Characteristics of Taxation. (12 Lectures)	To understand Objectives & importance of Taxation in India
2	Constitutional background & Canons of taxation	Canons of taxation. Constitutional background of taxation and distribution of revenue between Central and the States. Articles 245, 246 and 264 to 290A. Schedule Seventh: List I, II and III. (12 Lectures)	To understand Constitutional background & Canons of taxation
3	Administrative set up of Indian Tax System	Administrative set up of Indian Tax System & Procedure. Direct and Indirect taxes: a) Meaning and definition of Direct and Indirect taxes, b) Advantages and disadvantages of direct and indirect taxes, c) Distinction between Direct and Indirect taxes. (12 Lectures)	To understand administrative set up of Indian Tax System
4	Apportion of Taxes between Central & State Government	a) Direct and indirect taxes of Central Government. b) Direct and indirect taxes of State Government. (12 Lectures)	To learn apportion of Taxes between Central & State Government

Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications
1	12	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
2	12	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
3	12	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
4	12	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	PPT, Assignments, Tutorials, GD, Quiz	Practical application of Indian Taxation Laws
Unit – II	PPT, Assignments, Tutorials, GD, Quiz	Practical application of Indian Taxation Laws
Unit – III	PPT, Assignments, Tutorials, GD, Quiz	Practical application of Indian Taxation Laws
Unit – IV	PPT, Assignments, Tutorials, GD, Quiz	Practical application of Indian Taxation Laws

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Direct Tax, Laws & Practice	Dr. VinodSinghania	Taxman Publication	New Delhi
2	Direct Taxes	Girish Ahuja & Rani Gupta	Bharat Law House	New Delhi
3	Direct Tax, Laws & Practice	Mehrotra H C & Gupta S D	SahityaBhawan Publication	Agra
4	Direct Taxes	Gaur V P & Narang	Kalyani Publications	New Delhi
5	Indirect Taxes	VinodSinghania	Tasmans Publication	New Delhi
6	Indirect Taxes	H C Mehrotra	SahityaBhawan Publication	Agra
7	Bane Act CGST, SGST, IGST	H C Mehrotra	SahityaBhawan Publication	Agra

Syllabus for B. Com. (Vocational) Semester –I

Computer Applications -II

Subject Name: - Computer Applications

Course code :- 116 (A)

Credit-3

Objective of the Program

1. To learn the concept of programming.
2. To get acquainted with program logic and development

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Introduction to Programming	Need and significance of programming languages, The evolution of programming languages, Types of Programming Language – Machine Language, Assembly Language, Programming Language, Object oriented programming Languages What is a Computer Program? Programming tools: Algorithm, Flowchart	To learn basics of computer programming
2	Introduction to structured programming	Introduction to 'C', History of 'C', Elements of 'C' - The 'C' character set, Keywords and identifiers. Data types, Constants and Variables, and Rules for constructing variables and constants	To get familiar with various C elements
3	Operators and Expressions	Arithmetic operators. Logical operators. Assignment operators. Increment and decrement operators. Relational operators. Conditional Operator Bitwise operators. Special operators (e.g. Size of operator)	To learn the to develop a program and able to create a program
4	Data Input and Output	Preliminaries getchar (), putchar () printf (), scanf () Planning a C Program, Writing a C Program, Entering the program into the computer Compiling and executing C programming Errors Diagnostic Logical Debugging	Able to develop a program and to find and debug an error

Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	08	Use ICT or Presentation on Programming	YouTube videos on Programming Concepts	-	Familiar with Programming concept
2	10	Computer Based Tutorial	CBT	-	To learn C Basics
3	18	Using ICT	Youtube video on operators	-	To get familiar with operators to develop a C program
4	12	Hands on Practical	Demo on Program development	One sample program to create and debug	To get acquainted with C program

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	05	Theory Exam : 50 Marks Practical Exam: 20 Marks (Total 70 Marks)
Unit – II	05	
Unit – III	10	
Unit– IV	10	

References

Sr. No.	Title of the Book	Author/s	Publication
1.	Let us C	YashwantKanetkar	BPB Publication
2.	Programming with 'C'	Byron S. Gottfried, Schaum's outline series	McGRAW-HILL Education
3.	Programming in ANSI C	E. Balguruswami	McGRAW-HILL Education

Syllabus for B. Com. (Vocational) Semester –I

Advertising, Sales Promotion and Sales Management-II

Subject Name: - Advertising

Course code :- 116 (B)

Credit-3

Objective of the programme

- To understand the concept, need, importance, utility of Advertising, sales promotion and sales management
- To develop the skills of students to face the modern world of Advertising
- To create awareness among the students to face the modern world of Advertising
- To motivate students for innovative ideas, rational thoughts and competency
- To encourage creative thinking and focus on over all development of the student.

Unit No.	Title of the Unit	Content	Purpose skills to be developed
1	Introduction to Advertising	Meaning and Definition of Advertising Nature and elements of Advertising Scope of advertising Functions of Advertising	To understand need and importance of modern day advertising and its nature. To understand various functions of advertising.
2	Significance of advertising	Significance of Advertising Advantages of Advertising to the Manufacturers Advantages of Advertising to the Customers Advantages of Advertising to the Society Role of Advertising in International Economy Limitations of Advertising	To understand need and importance of advertising to various beneficiaries of advertising
3	Types of Advertising	Types of Advertising Commercial Non Commercial Institutional Others	To understand types of advertising
4	appeals in advertising	Meaning of Appeals in Advertising Different types of Appeals	To understand various appeals in advertising

Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV applications	Project	Expected Outcome
1	12	Guest lecture by eminent person from actual field work to get firsthand experience	Advertisements can be shown to the students	Project can be given on the subject of modern concept of advertising	Student must be able to understand new concept of advertising
2	12	PPT on effectiveness of advertising		Make a Power point presentation Printout of the same, paste in Journal.	Student must be able to understand effectiveness of advertising
3	12	PPT on various types of advertising		Paper presentation or library assignment	Student must be able to understand various types of advertising and appeals used in advertising
4	12	Guest lecture by eminent advertiser		Creation of advertisement for print media	Student must be able to create advertisement for print media

Method of evaluation

Subject	Internal Evaluation	External Evaluation
Unit 1	07	Theory exam 50 marks
Unit 2	08	
Unit 3	07	Practical exam 20 marks
Unit 4	08	
		Total 70 marks

References

Sr.No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management (15 th edition)	Philip Kotler, Kevin Isne Keller	Pearson publications	UK
2	Principles of Marketing(17 th edition)	Philip Kotler , gary Armstrong, Prafullaagnihitri	Pearson Publications	UK
3	Marketing and Salesmanship, ,	S.A. Sherlekar	Himalaya Publishing House.	India
4	Sales Promotion and Advertising Management,	M.N. Mishra,	Himalaya Publishing House.	India
5	Event Management		Pearson	UK
6	Advertising, Sales and Promotion Management,	S.A. Chunawala,	Himalaya Publishing House	India
7	Advertising Principles & Practice	Rucha Gupta	S.Chand	India
8	Advertising and Marketing in Rural India	BhatiyaTej K	Mcmillan publications	India

Syllabus for B. Com. (Vocational) Semester – I**Tax Procedure & Practices Paper – II****Subject Name: - Goods & Service Tax****Course code :- 116 (C)****Credit-3**

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Constitutional Background of GST Laws	Constitutional Background & Introduction of Goods & Service tax in India (CGST Act, 2017 & IGST Act, 2017) (16 Lectures)	To understand Constitutional Background of GST Laws
2	Important definitions & concepts	Important definitions & concepts under CGST Act, 2017 Types of GST (18 Lectures)	To understand definitions & concepts under CGST Act, 2017
3	Applicability & Registration Procedure	Applicability & Exemption under GST Registration procedure under GST (8 Lectures)	To understand Applicability & Registration under GST
4	Administration of GST	Administration of GST & Role of GST Council (6 Lectures)	To understand Administration of GST

Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications
1	16	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
2	18	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
3	08	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
4	06	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	PPT, Assignments, Tutorials, GD, Quiz	Practical application of GST Laws
Unit – II	PPT, Assignments, Tutorials, GD, Quiz	Practical application of GST Laws
Unit – III	PPT, Assignments, Tutorials, GD, Quiz	Practical application of GST Laws
Unit – IV	PPT, Assignments, Tutorials, GD, Quiz	Practical application of GST Laws

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Bare Act CGST, SGST, IGST	-	-	-
2.	Indirect Taxation	Girish Ahuja & Ravi Gupta	Bharat Law House	New Delhi
3.	Indirect Tax Laws	Dr. Yogendra Bangar	Aadhya Academy	Jaipur

Syllabus for B. Com. (Vocational) Semester –II

Computer Applications -I

Subject Name: - Computer Applications – I

Course code :- 125 (A)

Credit-3

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Introduction to Office tools	1.1.Introduction to MS-Word 1.2. Word Art, Insert any object 1.3. Table and Borders 1.4. Mail Merge	To learn basics of word processing
2	MS-Excel	1.1.Introduction to MS-Excel 1.2. Sum, Average, Count, Max, Min Functions 1.3. Charts 1.4. Data Sorting	To learn computer systems and data representation
3	MS-Power Point	Introduction, Starting MS-PowerPoint, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MS PowerPoint	To learn the various Presentation Software
4	Introduction to the Internet	Overview of World Wide Web (Web Server and Client) Introduction to Search engine and Searching the Web, Downloading files, Introduction to Web Browsers, Working with E-mail (creation and use of the same)	Ability to work with the Internet

Teaching methodology

Topic No	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Use ICT or presentation on Ms-Office application	YouTube TutorialMs- Office application	Letter drafting using MS Word tool	Familiar with I.T. and Office automation tools Able to work with Ms- Office application
2	12	Demo Lecture	YouTube TutorialMs- Office application	Preparation of Students Mark sheet	Familiar with I.T. and Office automation tools Able to work with Ms- Office application
3	14	Use ICT or presentation on Ms - Office application	YouTube TutorialMs - Office application	One Power point presentation of Use of Computer in Commerce	Familiar with I.T. and Office automation tools Able to work with Ms- Office application
4	10	Demo Lecture	CBT	Email Account creation and mail	Internet tools and Internet services

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	05	Theory Exam : 50 Marks Practical Exam: 20 Marks (Total 70 Marks)
Unit – II	05	
Unit – III	10	
Unit– IV	10	

References

Sr. No.	Title of the Book	Author/s	Publication
1.	Introduction to Computers	Peter Norton	TATA McGraw-HILL
2.	Computer Fundamentals	P. K . Sinha	BPB Publication
3.	Computer Fundamentals	V. Rajaraman	PHI
4.	Internet Fundamentals	Adesh K Pandey	Srishti Publishers

Syllabus for B. Com. (Vocational) Semester –II

Advertising, Sales Promotion and Sales Management- paper I

Subject Name: - Marketing Communication

Course code :- 125 (B)

Credit-3

	Title of the Unit	Content	Purpose skills to be developed
1	Sales Promotion	Concept of Sales Promotion Need and importance of Sales Promotion Techniques of Sales Promotion Relationship between Sales Promotion and Advertising	To understand need and importance of sales Promotion and its functions. To understand various techniques of sales promotion
2	Public relation	Public relation: concept , need importance in modern marketing, Tools of public relation role of public relation in image building of company	To understand concept of public relation Meaning of Public Relations Types of Public relations Significance of Public Relations
3	Event Management	Meaning of Event Management Various types of events Ways for the Effective Management of Events	To understand concept of event management and methods of event management
4	Communication skills and personality development	Meaning and significance of Communication skills Presentation, Composition of Presentation Concept of Personality Development Five pillars of Personality Development	To understand need and importance of communication skills To know need of personality development and its importance

Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV applications	Project	Expected Outcome
1	12	Guest lecture by eminent person from actual field work to get firsthand experience	-	Project can be given on the subject of sales promotion	Student must be able to understand new concept of Sales promotion
2	12	PPT Presentation of Public Relation/ Field visit	-	Make a Power point presentation Printout of the same, paste in Journal.	Student must be able to understand Public relation and its importance
3	12	Event Management field visit	-	Field visit and observation	Student must be able to understand Event Management
4	12	Library assignment to understand new concept of communication skills	Guest lecture	Collection of information from internet	Student must be able to understand various media to establish communication with stakeholders of the business

Method of evaluation

Subject	Internal Evaluation	External Evaluation
Unit 1	07	Theory exam: 50 Marks
Unit 2	08	Practical exam 20 Marks
Unit 3	07	Total 70 marks
Unit 4	08	

References:

Sr.No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management (15 th edition)	Philip Kotler, Kevin Lane Keller	Pearson publications	UK
2	Principles of Marketing (17 th edition)	Philip Kotler, Gary Armstrong, Prafulla Agnihitri	Pearson Publications	UK
3	Marketing communication	Larry Percy	-	Canada
4	Marketing and Salesmanship,	S.A. Sherlekar	Himalaya Publishing House.	India
5	Sales Promotion and Advertising Management,	M.N. Mishra,	Himalaya Publishing House.	India
6	Event Management		Pearson	UK
7	Advertising, Sales and Promotion Management,	S.A. Chunawala,	Himalaya Publishing House	India

Syllabus for B. Com. (Vocational) Semester –II

Tax Procedure & Practices Paper – I

Subject Name :- Indian Tax System & Income Tax

Course code :- 125 (C)

Credit-3

Unit No.	Unit Title	Contents	Purpose Skills to be developed	Purpose Skills to be developed
1	Important Definitions & Concepts	Important Definitions under Income Tax & Classification of Income under various heads (12 Lectures)	To understand various concepts & definitions under Income Tax Act, 1961	To understand various concepts & definitions under Income Tax Act, 1961
2	Residential Status & Exempt Income	Residential Status of various types of persons Exempt Income under Income Tax (8 Lectures)	To understand procedure for computation of Residential Status	To understand procedure for computation of Residential Status
3	Income under the Head Salary	Computation of Income under the Head Salary (16 Lectures) (Practical Problems)	To understand Computation of Income under the Head Salary	To understand Computation of Income under the Head Salary
4.	Income under the Head House Property	Computation of Income under the Head Income From House Property (Practical Problems) (12 Lectures) Income Tax Return -1 & Form - 16	To understand Computation of Income under the Head House Property	To understand Computation of Income under the Head House Property

Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications
1	12	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
2	08	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
3	16	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
4	12	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	PPT, Assignments, Tutorials, GD, Quiz	Practical application of Income Tax Act
Unit – II	PPT, Assignments, Tutorials, GD, Quiz	Practical application of Income Tax Act
Unit – III	PPT, Assignments, Tutorials, GD, Quiz	Computation of Income under the Head Salary
Unit – IV	PPT, Assignments, Tutorials, GD, Quiz	Computation of Income under the Head House Property

References

Sr. No.	Title of the Book	Author/s	Publication	Place
8.	Direct Tax, Laws & Practice	Dr. VinodSinghania	Taxman Publication	New Delhi
9.	Direct Taxes	Girish Ahuja & Rani Gupta	Bharat Law House	New Delhi
10.	Direct Tax, Laws & Practice	Mehrotra H C & Gupta S D	SahityaBhawan Publication	Agra
11.	Direct Taxes	Gaur V P & Narang	Kalyani Publications	New Delhi
12.	Indirect Taxes	VinodSinghania	Tasmans Publication	New Delhi
13.	Indirect Taxes	H C Mehrotra	SahityaBhawan Publication	Agra
14.	Bane Act CGST, SGST, IGST	H C Mehrotra	SahityaBhawan Publication	Agra

Syllabus for B. Com. (Vocational) Semester –II

Computer Applications -II

Subject Name: - Computer Applications

Course code :- 126 (A)

Credit-3

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	'C' statements	Decision control statement if, if else, Iterative statement: while, do ... while, for loops. Case Control Statement - switchcase default statement	To learn comparison, iteration using various statements
2	Introduction to 'C' functions	Definition and purpose of functions, Declaration of function. Function call, Parameter processing, Scope of variables.	To learn various functions
3	Array	Need, Definition, Types of array. Declaration and Initialization of array. A simple program based on one dimensional array.	To learn Array and program using array
4	String	String definition String operations using various string functions: Strlen(), strtrev(), strcpy(), strcat(), strcmp()	To learn creation and using of strings

Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	18	Demo Lecture	CBT / VCD on program development	A program using various statement of C	Able to develop a C program
2	08	Use ICT or presentation	Youtube Video on function creation	-	To get familiar with Functions
3	10	Using ICT or Presentation	CBT	A program using one dimensional array	Use of Array in a program
4	12	Hands on Practical	Demo lecture	A program using various string operations	To learn String comparison, string concatenation

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	05	Theory Exam : 50 Marks Practical Exam: 20 Marks (Total 70 Marks)
Unit – II	05	
Unit – III	10	
Unit– IV	10	

References

Sr. No.	Title of the Book	Author/s	Publication
1.	Let us C	YashwantKanetkar	BPB Publication
2.	Programming with 'C'	Byron S. Gottfried, Schaum's outline series	McGRAW-HILL Education
3.	Programming in ANSI C	E. Balguruswami	McGRAW-HILL Education

Syllabus for B. Com. (Vocational) Semester –II

Advertising, Sales Promotion and Sales Management-II

Subject Name: - Advertising

Course code :- 126 (B)

Credit-3

Unit No.	Title of the Unit	Content	Purpose skills to be developed
1	Print Media and layout of ad for print media	Meaning print media and its type of Advertising Layout Essentials of good Advertising Layout Components of Advertising Layout for print media	To know the importance of print media and creation of advertisement
2	Advertising Budget	Meaning and concept of Advertising Budget Methods of Budget Factors affecting Advertising Budget	To Understand concept and implementation of advertising budget
3	Career Avenues And Ethical aspects in Advertising	Various career avenues in Marketing and advertising Role of Women in advertising Ethics in Advertising Global aspects in advertising	To understand career opportunities in advertising and to know role of ethics in advertising.
4	Rural Advertising	Meaning of Rural Advertising Need and importance of Rural Advertising in India Difficulties faced in Rural Advertising Suggestions to make Rural Advertising Effective	To understand importance of rural advertising in India

Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV applications	Project	Expected Outcome
1	12	Guest lecture by eminent person from actual field work to get firsthand experience	Advertisements can be shown to the students	Creation of an advertisement for print media	Student must be able to understand new concept of Print advertising
2	12	Classroom Discussion	-	Make a Power point presentation Printout of the same, paste in Journal.	Student must be able to understand necessity of advertising budget
3	12	Guest lecture by eminent advertiser to understand various opportunities in advertising	-	Paper presentation or library assignment /field visit	Student must be able to understand career opportunities in advertising
4	12	Internet and library assignment	-	Library assignment	Student must be able to understand need and importance of rural advertising

Method of evaluation

Subject	Internal Evaluation	External Evaluation
Unit 1	07	Theory exam 50 marks
Unit 2	08	Practical exam 20 marks
Unit 3	07	Total 70 marks
Unit 4	08	

References:

Sr.No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management (15 th edition)	Philip Kotler, Kevin Isne Keller	Pearson publications	UK
2	Principles of Marketing(17 th edition)	Philip Kotler , gary Armstrong, Prafullaagnihitri	Pearson Publications	UK
3	Marketing and Salesmanship, ,	S.A. Sherlekar	Himalaya Publishing House.	India
4	Sales Promotion and Advertising Management,	M.N. Mishra,	Himalaya Publishing House.	India
5	Event Management		Pearson	UK
6	Advertising, Sales and Promotion Management,	S.A. Chunawala,	Himalaya Publishing House	India
7	Advertising Principles & Practice	Rucha Gupta	S.Chand	India
8	Advertising and Marketing in Rural India	BhatiyaTej K	Mcmillan publications	India
9	Advertising- A Critical Approach	Dr. Keval J. Kumar,	NiraliPrakashan	India

Syllabus for B. Com. (Vocational) Semester –II

Tax Procedure & Practices Paper -II

Subject Name: - Goods & Service Tax

Course code :- 126 (C)

Credit-3

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Introduction of IGST Act, 2017	Introduction & Applicability of IGST Act, 2017 (8 Lectures)	To understand IGST Act, 2017
2	Important definitions	Important definitions & concepts under IGST Act, 2017 Reverse Charge Mechanism under GST (12 Lectures)	To understand Important definitions IGST Act, 2017
5.	Returns & Audit	Various Returns and their due dates under GST Laws Applicability of Audit under GST (14 Lectures)	To understand procedure of filling Returns & Audit under GST
6.	Offences & Penal Provisions	Accounting & Books to be maintained under GST Offences & Penal Provisions under GST Laws (14 Lectures)	To understand procedure to generate E-Way Bill

Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications
1	08	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
2	12	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
3	14	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
4	14	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	PPT, Assignments, Tutorials, GD, Quiz	Practical application of IGST Act, 2017
Unit – II	PPT, Assignments, Tutorials, GD, Quiz	Practical application of IGST Act, 2017
Unit – III	PPT, Assignments, Tutorials, GD, Quiz	Practical application of GST Laws
Unit – IV	PPT, Assignments, Tutorials, GD, Quiz	Practical application of GST Laws

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Bare Act CGST, SGST, IGST	-	-	-
2.	Indirect Taxation	Girish Ahuja & Ravi Gupta	Bharat Law House	New Delhi
3.	Indirect Tax Laws	Dr. Yogendra Bangar	Aadhya Academy	Jaipur