

AC Approval on 27-11-2024  
Item No. - 05

Approved by the BOS in B.Com (Banking & Insurance) on 16-11-2024 Item No. 03

# Tolani College of Commerce (Autonomous)



**Programme: B.Com. Banking & Insurance Semester – V**

**Title of the Course:  
Evolution of Banking In India from the Ancient Times (IKS)**

**Syllabus for 4 Credit Course  
From the Academic Year 2025 – 2026**

**Name of the Course: Evolution of Banking in India from the Ancient Times (IKS)**

Sr. No.	Heading	Particulars
1	<b>Description of the course:</b>	The evolution of banking in India is deeply intertwined with the country's rich cultural and economic history, beginning with indigenous systems of finance and lending, which are now recognized as part of the Indian Knowledge Systems (IKS). From early trade-based financial practices to the structured banking institutions of today, Indian banking has undergone significant transformation.
2	<b>Type:</b>	Theory
3	<b>Credit:</b>	4 Credits
4	<b>Hours Allotted:</b>	60 Hours
5	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
6	Course Objectives:	<ol style="list-style-type: none"> <li>1. To understand the concept of IKS and Ancient Banking practices.</li> <li>2. To understand the Medieval period of Banking.</li> <li>3. To understand the Post-Independence Banking transformation.</li> <li>4. To understand Bank Frauds from Kautilya's Arthashastra's perspective and modernization in Indian banking.</li> </ol>
7	Course Outcomes:	<ol style="list-style-type: none"> <li>1. Learners will be able to understand the relationship between IKS and Ancient Banking</li> <li>2. Learners will be able to understand the Islamic influence on Banking</li> <li>3. Learners will be able to comprehend the benefits of Financial Inclusion in Banking system and impact of Regional Rural Banks.</li> <li>4. Learners will be able to understand frauds detection and digital transformation in banks with the help of Kautilya's Arthashastra perspective.</li> </ol>
8	<b>Module I: IKS and Ancient Banking Practices (15 Hours)</b>	
		<ul style="list-style-type: none"> <li>• <b>Indian Knowledge Systems (IKS):</b> Framework, significance, and methodologies to study banking from a traditional and cultural perspective.</li> <li>• <b>Early Banking and Money-Lending Practices:</b> Understanding the barter system and early trade methods, Role of temples, merchants, and local financiers (Mahajans) in economic transactions and lending. Money lending practices during Mahabharata and Ramayana period.</li> <li>• <b>Key Instruments in Ancient Finance:</b> Hundi System: Introduction, types, and role in facilitating trade, Evolution of credit and debt instruments in the Mauryan and Gupta periods.</li> <li>• <b>Guilds and Shrenis in Economic Systems:</b> Role of guilds (shrenis) in trade financing, lending, remittances and Indian banking knowledge in community-driven financial practices.</li> </ul>
		<b>Module II: Medieval Period – The Rise of Indigenous Bankers, Financial Instruments and Colonial Period – Establishment of Modern Banking (15 Hours)</b>

	<ul style="list-style-type: none"> <li>• <b>Banking and Finance under Islamic Influence:</b> Impact on trade routes, currency, and remittance systems, Role of merchants, Seths, Shroffs, and Sarafs as early bankers and money changers.</li> <li>• <b>Expansion of the Hundi System:</b> Types of hundis, their uses, and the system's role in long-distance trade.</li> <li>• <b>Indian Knowledge and Economic Contributions:</b> The practice of Zakat and its impact on charity-based lending and finance.</li> </ul>
	<p><b>Module III: Post-Independence Banking Transformation (15 Hours)</b></p> <ul style="list-style-type: none"> <li>• <b>Nationalization and Its Impact:</b> <ul style="list-style-type: none"> <li>• Nationalization of banks in 1969 and 1980: Objectives, impact, and outcomes.</li> <li>• Development of the Reserve Bank of India and regulatory framework.</li> </ul> </li> <li>• <b>Financial Inclusion Efforts and Indigenous Systems:</b> <ul style="list-style-type: none"> <li>• Integrating traditional systems with formal banking (e.g., Grameen Bank, <i>Self-Help Groups</i>, microfinance).</li> <li>• Financial inclusion policies and rural banking initiatives.</li> </ul> </li> <li>• <b>Growth of Cooperative and Regional Rural Banks (RRBs):</b> <ul style="list-style-type: none"> <li>• Role of cooperative banks and RRBs in rural and agricultural financing.</li> <li>• Merging of traditional finance practices with modern rural banking.</li> </ul> </li> </ul>
	<p><b>Module IV: Bank Frauds (Kautilya's Arthashastra's perspective) and Digital Era in Banking (15 Hours)</b></p> <ul style="list-style-type: none"> <li>• <b>Kautilya's Arthashastra and Bank Frauds:</b> <ul style="list-style-type: none"> <li>• Introduction to Arthashastra, bifurcation of principles for fraud detection, Loopholes, Solutions.</li> </ul> </li> <li>• <b>Modernization of Indian Banking:</b> <ul style="list-style-type: none"> <li>• Introduction of new banking products, ATMs, internet banking, and mobile banking.</li> <li>• Digital payments revolution (UPI, Bharat QR, etc.) and its roots in community-driven remittance systems.</li> <li>• Digital Transformation of Treasury and Digi Treasurers – Kautilya's Arthashastra perspective</li> </ul> </li> <li>• <b>Challenges and Future of Indian Banking:</b> <ul style="list-style-type: none"> <li>• Regulatory issues, technological integration, and the future of Indian banking knowledge in a globalized economy.</li> </ul> </li> </ul>
9	<p>References Books:</p> <ol style="list-style-type: none"> <li>1. M. H. Gopal "Money and Banking in India" – 1966</li> <li>2. K. C. Shekhar and Lekshmy Shekhar "History of Banking in India" – 1999</li> <li>3. Y. V. Reddy "India's Financial Sector: An Era of Reforms" – 2000</li> <li>4. Binay Bhushan Chakrabarti "Indian Economic Thought and Development" – 2000</li> <li>5. Rajendra Prasad Singh "Ancient Indian Economic Thought: Relevance for Today" - 2013</li> <li>6. P. K. Gupta "The Evolution of Indian Banking System" – 2019</li> <li>7. Nisshta Ghai "Teachings from Kautilya's Arthashastra: The Forty Sins of Bank Frauds" - 2019</li> <li>8. Ashish Tiwari "The Evolution of the Indian Banking System" - 2021</li> <li>9. Dr. Rajesh K. Pillania "Digital Transformation and Innovation in Indian Banking" – 2021</li> <li>10. Ashutosh Raravikar "Indian Banking in Retrospect – 75 Years of Independence" – 2022</li> <li>11. Dr. Paritosh Basu "Dictums from Kautilya's Arthashastra for digital transformation of Treasury and Digi Treasurers" - 2023</li> </ol>

**Evaluation Pattern**

Continuous Evaluation: 40%  
Semester End Examination: 60%

The Continuous evaluation will consist of

	<b>Total Marks</b>
Assignment/Project Work/Presentation/Case Study	30
Online MCQ Objective Test	10

**Semester End Examination Question Paper Pattern**

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

<b>Q. No.</b>	<b>Particular</b>	<b>Marks</b>
Q-1	<b>Attempt any Two of the following: (Module – 1)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
Q-2	<b>Attempt any Two of the following: (Module – 2)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
Q-3	<b>Attempt any Two of the following: (Module – 3)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
Q-4	<b>Attempt any Two of the following: (Module – 4)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>

<b>Sr. No.</b>	<b>Name</b>	<b>Signature</b>
1	Dr. Ishtiyaq Chiplunkar	
2	Ms. Neha Gupta	
3	Ms. Disha Wadhwa	

Approved by the BOS in B.Com (Banking & Insurance) on 16-11-2024 Item No. 03

## **As Per NEP 2020**

# **Tolani College of Commerce (Autonomous)**

**Programme: B.Com. Banking & Insurance Semester – V**

**Title of the Course: Universal Banking**

**Syllabus for 4 Credit Course  
From the Academic Year 2025 – 2026**

## Name of the Course: Universal Banking

Sr. No.	Heading	Particulars
1	<b>Description of the course:</b>	Universal Banking aims to provide a comprehensive understanding of the financial services, assets & liabilities mismatch possibilities, entry of commercial banks in securities business.
2	<b>Vertical:</b>	Major
3	<b>Type:</b>	Theory
4	<b>Credit:</b>	4 Credits
5	<b>Hours Allotted:</b>	60 Hours
6	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7	<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To help learners to understand the financial services.</li> <li>2. To help learners to understand the Asset Liabilities Mismatch Possibilities</li> <li>3. To help learners to understand the Entry of commercial Banks into Securities Business</li> <li>4. To help learners to study the various case studies on Universal Banking</li> </ol>
8	<b>Course Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To learners will be able to understand the financial services.</li> <li>2. To learners will be able to understand the Asset Liabilities Mismatch Possibilities</li> <li>3. To learners will be able to understand the Entry of commercial Banks into Securities Business</li> <li>4. To learners will be able to study the various case studies on Universal Banking</li> </ol>
9	<b>Modules</b>	
	<b>Module I: Introduction to Financial Services (Fund Based and Non Fund Based) (15 Hours)</b>	
	Evolution of Universal Banking Commercial Banking Vs Development Banking, Sources and Uses of funds, Commercial banks and development banks Universal Banking in an open Economy. Universal Banking as a mix of commercial banking and development banking	
	<b>Module II: Asset Liabilities Mismatch Possibilities. (15 Hours)</b>	
	Risks in project Lending Short term nature of funding sources Off Balance sheet items and services The Development wing of the universal bank provides	
	<b>Module III: Entry of commercial Banks into Securities Business (15 Hours)</b>	
	Consumer finance. Merchant Banking Non Banking Investments and activities of Banks Universal Banking and future of small business lending	
	<b>Module IV: Relevant Case Studies. (15 Hours)</b>	
	Impact of Globalization (FDI and FII) in the Indian Banking Sector.	
10	<b>Reference Books:</b>	<ol style="list-style-type: none"> <li>1. R. V. Shastri : Insurance In Universal Banking Paradigm</li> <li>2. C.M.Vasudev : Univesal Banking in India</li> <li>3. Y.V. Reddy : Monetary and Financial Reforms in India</li> </ol>

### Evaluation Pattern

Continuous Evaluation: 40%  
Semester End Examination: 60%

The Continuous evaluation will consist of

	Total Marks
Assignment/Project Work/Presentation/Case Study	30
Online MCQ Objective Test	10

### Semester End Examination Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particular	Marks
Q-1	<b>Attempt any Two of the following: (Module – 1)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-2	<b>Attempt any Two of the following: (Module – 2)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	<b>Attempt any Two of the following: (Module – 3)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	<b>Attempt any Two of the following: (Module – 4)</b> A. Case Study B. Case Study C. Case Study	15 Marks

### Signature of Team Members

Sr. No.	Name	Signature
1	Dr. Ishtiyah Chiplunkar	
2	Ms. Neha Gupta	
3	Ms. Disha Wadhwa	

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Approved by the BOS in B.Com (Banking & Insurance) on 06-03-2025 Item No. 03

# Tolani College of Commerce (Autonomous)



**Programme: B.Com. Banking & Insurance Semester – VI**

**Title of the Course:  
Financial Reporting and Analysis in Insurance**

**Syllabus for 2 Credit Course  
From the Academic Year 2025 – 2026**

## Name of the Course: Financial Reporting and Analysis in Insurance

Sr. No.	Heading	Particulars
1	<b>Description of the course:</b>	Financial reporting and analysis is a critical aspect of understanding the financial health and performance of insurance company. It involves examining financial statements of Insurance Company and calculation of claims.
2	<b>Vertical</b>	Major
3	<b>Type:</b>	Theory
4	<b>Credit:</b>	2 Credits
5	<b>Hours Allotted:</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	<b>Course Objectives:</b>	1. To help learners to understand the Final Accounts of Insurance Company 2. To help learners to understand the Claim Calculation (Fire Insurance)
8	<b>Course Outcomes:</b>	1. Learners will be able to understand the Final Accounts of Insurance Company 2. Learners will be able to understand the Claim Calculation (Fire Insurance)
9	<b>Module I: Final Accounts of Insurance Company (15 Hours)</b>	
	<ul style="list-style-type: none"> <li>• Preparation and Presentation of Corporate Final Accounts for Insurance Companies.</li> <li>• Final Accounts in accordance with Insurance Legislation.</li> </ul>	
	<b>Module II: Fire Insurance (15 Hours)</b>	
	<ul style="list-style-type: none"> <li>• Computation of Loss of Stock by Fire</li> <li>• Ascertainment of Claim as per the Insurance Policy</li> </ul> (Exclude: Loss of Profit and Consequential Loss)	
10	<b>References Books:</b>	1. David Young, Jacob Cohen, and Daniel A. Bens - "Corporate Financial Reporting and Analysis" - 2020 2. ICAI (Institute of Chartered Accountants of India) - "Financial Reporting and Analysis" - 2019 3. M.C. Shukla, T.S. Grewal, and S.C. Gupta - "Advanced Accountancy: Theory, Method, and Application - Vol. II" – 2018 4. Leopold A. Bernstein, John J. Wild, and K. R. Subramanyam "Analysis of Financial Statements" – 2018.

### Evaluation Pattern

Continuous Evaluation: 40%  
Semester End Examination: 60%

The Continuous evaluation will consist of

	Total Marks
Class Test/ Assignment/Project Work/Presentation/Case Study/ Book Review	20

### Semester End Examination Question Paper Pattern

Maximum Marks: 30

Duration: 1 Hour

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particular	Marks
Q-1	<b>Attempt the following: (Module – 1)</b> A. Full Length Sum/Practical Question	<b>15 Marks</b>
	OR B. Theory/ Sum/Practical Question	<b>08 Marks</b>
	C. Theory/ Sum/Practical Question	<b>07 Marks</b>
Q-2	<b>Attempt the following: (Module – 2)</b> A. Full Length Sum/Practical Question	<b>15 Marks</b>
	OR B. Theory/ Sum/Practical Question	<b>08 Marks</b>
	C. Theory/ Sum/Practical Question	<b>07 Marks</b>

Note: Theory/Sum/Practical question of 7 and 8 Marks can be Three Question of 5 Each or One Question of 15 Marks.

### Signature of Team Members

Sr. No.	Name	Signature
1	Dr. Ishtiyah Chiplunkar	
2	Ms. Neha Gupta	
3	Ms. Disha Wadhwa	

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# **Tolani College of Commerce (Autonomous)**

**Programme: B.Com. Banking & Insurance Semester – V**

**Title of the Course: International Business**

**Syllabus for 4 Credit Course  
From the Academic Year 2025 – 2026**

## Name of the Course: International Business

Sr. No.	Heading	Particulars
1	<b>Description of the course:</b>	International Business examines the complexities of global trade, investment, and market entry strategies. It offers a comprehensive overview of international Economic institutions, regional groupings and provides in-depth insights into export and import procedures.
2	<b>Type:</b>	Theory
3	<b>Credit:</b>	4 Credits
4	<b>Hours Allotted:</b>	60 Hours
5	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
6	Course Objectives:	<ol style="list-style-type: none"> <li>1. Ability to understand the Importance and Environment of International Business</li> <li>2. Ability to understand the International Economic Institutions and Regional Groupings</li> <li>3. Ability to understand the International Marketing and Human Resource Management</li> <li>4. Ability to understand the Preliminaries for Export Import, Documentation, Procedures and Foreign Trade Policy</li> </ol>
7	Course Outcomes:	<ol style="list-style-type: none"> <li>1. Learners will be able to understand Importance and Environment of International Business</li> <li>2. Learners will be able to understand International Economic Institutions and Regional Groupings</li> <li>3. Learners will be able to understand International Marketing and Human Resource Management</li> <li>4. Learners will be able to understand Preliminaries for Export Import, Documentation, Procedures and Foreign Trade Policy</li> </ol>
8	<b>Module I: Introduction to International Business (15 Hours)</b>	
	<b>Introduction to International Business-</b> Importance, Nature and Scope of International Business, Drivers of International Business, Evolution of International Business, Strategies of Going International, Globalization, Multi-National Corporations- Nature, Goals of MNCs, India's Presence- Advantages and Disadvantages of MNCs	
	<b>International Business Environment:</b> Economic, Political, Cultural and Legal Environments in International Business	
	<b>Module II: International Economic Institutions and Regional Groupings (15 Hours)</b>	
	<b>Institutional Support to International Business,</b> Role of World Bank, IMF, ILO, UNCTAD, UNIDO and ADB in International Business, World Trade Organization (WTO), Origin, Objectives, Functions, GATT and WTO, Principles of WTO, Transparency, MFN Treatment, National Treatment, Free Trade, Dismantling Trade Barriers, Rule Based Trading System, Treatment for LDCs, Competition Principle, Environment Protection, Key Subjects in WTO, Agriculture, TRIPS, TRIMS, GATS, Implications for India	
	<b>Integration between Countries:</b> Levels of Integration, Growth of Trading Blocs, Impact of Integration, Major Regional Trading Groups, The European Union, NAFTA, APEC, ASEAN, MERCOSUR, BRICS, SAARC, OPEC	
	<b>Module III: International Marketing, Human Resource Management (15 Hours)</b>	
	International Marketing, Domestic and International Marketing, Compared Benefits of	

	<p>International Marketing, Major Activities, International Market Assessment, International Product Strategies, Pricing Issues and Decisions, Dumping, Promotion Issues and Policies.</p> <p>International Human Resource Management, Nature, Growing Interest in IHRM, DHRM and IHRM compared, Managing International HR activities, Expatriation and Repatriation of employees</p> <p><b>Module IV: Preliminaries for Export Import, Documentation, Export Import Procedures and Foreign Trade Policy (15 Hours)</b></p> <p>Steps in Export Procedure, Export Contract, Forward Cover, Export Finance, Institutional Framework for Export Finance, Excise Clearance, Pre-shipment Inspection, Methods of Pre-shipment Inspection, Role of Clearing and Forwarding Agents, Shipping and Customs Formalities, Customs EDI System, Negotiation of Documents, Realization of Exports Proceeds.</p> <p>Pre-Import Procedure- Steps in Import Procedure, Legal Dimensions of Import Procedure, and Customs Formalities for Imports, Warehousing of Imported Goods, Exchange Control Provisions for Imports &amp; Retirement of Export Documents. Foreign Trade Policy Highlights (latest), Duty Drawback, Deemed Exports, ASIDE, MAI &amp; MDA, Star Export Houses, Town of Export Excellence, and EPCG Scheme.</p>
9	<p>References Books:</p> <ol style="list-style-type: none"> <li>1. Ravi Shankar “ International Business: Text and Cases” - 2012</li> <li>2. K. Aswathapa “ International Business” – 2020</li> <li>3. Paul Krugman and Maurice Obstfeld “International Trade: Theory and Policy” – 2020</li> <li>4. R. Srinivasan “International Marketing” – 2021</li> <li>5. Information Resources Management Association “International Business: Concepts, Methodologies, Tools, and Applications” - 2021</li> <li>6. Ashok S. Gupta “International Business: A Strategic Management Approach” – 2021</li> <li>7. A.B. Rao “Export Management: A Practical Guide” – 2022</li> <li>8. S. R. Sinha “Regional Economic Integration: A Global Perspective” - 2022</li> <li>9. V. K. Gupta and P. Gupta “International Business Management” – 2023</li> <li>10. R. V. Choudhary “International Business: Emerging Markets” – 2023</li> </ol>

### Evaluation Pattern

Continuous Evaluation: 40%  
Semester End Examination: 60%

The Continuous evaluation will consist of

	<b>Total Marks</b>
Assignment/Project Work/Presentation/Case Study	30
Online MCQ Objective Test	10

### Semester End Examination Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

<b>Q. No.</b>	<b>Particular</b>	<b>Marks</b>
Q-1	<b>Attempt any Two of the following: (Module – 1)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
Q-2	<b>Attempt any Two of the following: (Module – 2)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
Q-3	<b>Attempt any Two of the following: (Module – 3)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
Q-4	<b>Attempt any Two of the following: (Module – 4)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>

### Signature of Team Members

<b>Sr. No.</b>	<b>Name</b>	<b>Signature</b>
1	Dr. Ishtiyah Chiplunkar	
2	Ms. Neha Gupta	

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# **Tolani College of Commerce (Autonomous)**

**Programme: B.Com. Banking & Insurance Semester – V**

**Title of the Course:  
Marketing in Banking and Insurance**

**Syllabus for 4 Credit Course  
From the Academic Year 2025 – 2026**

## Name of the Course: Marketing in Banking and Insurance

Sr. No.	Heading	Particulars
1	<b>Description of the course:</b>	Marketing in banking and insurance is a vital element of the financial services sector, focusing on understanding consumer behavior, utilizing digital technologies, and developing customized offerings. This field also explores the concepts and applications of rural marketing and e-marketing, which are essential for driving growth within the industry.
2	<b>Type:</b>	Theory
3	<b>Credit:</b>	4 Credits
4	<b>Hours Allotted:</b>	60 Hours
5	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
6	Course Objectives:	<ol style="list-style-type: none"> <li>1. Ability to understand Introduction to Marketing</li> <li>2. Ability to understand Introduction to Service Marketing</li> <li>3. Ability to understand Consumer Behaviour</li> <li>4. Ability to understand Rural Marketing and E-Marketing Concepts</li> </ol>
7	Course Outcomes:	<ol style="list-style-type: none"> <li>1. Learners will be able to understand Introduction to Marketing</li> <li>2. Learners will be able to understand Introduction to Service Marketing</li> <li>3. Learners will be able to understand Consumer Behaviour</li> <li>4. Learners will be able to understand Rural Marketing and E-Marketing Concepts</li> </ol>
8	<b>Module I: Introduction to Marketing (15 Hours)</b>	Meaning, Definition, Importance, Marketing Mix, Market Segmentation, Marketing Strategy, Channels of Marketing, Marketing of Banking and Insurance Products, Marketing Research, Introduction, Process and Types.
	<b>Module II: Introduction to Service Marketing (15 Hours)</b>	Meaning, Concept, Evolution and Characteristics of Service Marketing. Need and Importance of Service Marketing, 7 P's of Services Marketing Mix, Service Marketing Mix Strategies for Banking and Insurance and Marketing Logistics.
	<b>Module III: Consumer Behaviour (15 Hours)</b>	Introduction to Consumer Behaviour, Consumer Expectations, Consumer Buying Behaviour, Role of Consumer in Service Delivery, Consumer Responses, Consumer Delight – Concept and Importance. Consumer Behaviour and Marketing Communications: Introduction, Marketing Communication Flow, Communication Process, Interpersonal Communication, Persuasive Communication, Source, Message, Message Appeals, Communication Feedback.
	<b>Module IV: Rural Marketing and E-Marketing (15 Hours)</b>	Rural Marketing -Concept and Scope ,Nature of Rural Markets , Attractiveness of Rural Markets ,Rural Vs Urban Marketing ,Characteristics of Rural Consumers ,Buying Decision Process ,Rural Marketing Information System ,Potential And Size of Rural Markets. Pricing Strategy, Pricing Policies, Innovative Pricing Methods for Rural Markets, Promotion Strategy, Appropriate Media, Designing Right Promotion Mix, Promotional

	<p>Campaigns.  Distribution- Logistics Management, Problems Encountered, Selection of Appropriate Channels, New Approaches to Reach Out Rural Markets – Electronic Choupal Applications.  E-marketing: Scope, Benefits and Problems, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing  E-Marketing Mix Strategy , Introduction, Objectives, the 4Ps in E-Marketing  Additional 3Ps in E-Marketing of Services, the 2P+2C+3S Formula in E-Marketing</p>
<p><b>9</b></p>	<p>References Books:</p> <ol style="list-style-type: none"> <li>1. Dr. Rajeev Kumra “Consumer Behaviour” – 2010</li> <li>2. R. N. Kothari “Banking and Financial Services in Rural India” – 2019</li> <li>3. Rajesh Kothari “Marketing of Financial Services” – 2020</li> <li>4. Virendra M. Chaudhari “Marketing Strategies in Banking and Insurance” – 2020</li> <li>5. Raj Kumar “Consumer Behaviour in Indian Banking Sector” – 2021</li> <li>6. C.S.G. Krishnamacharyulu and Lalitha Ramakrishnan “Rural Marketing: Text and Cases” – 2021</li> <li>7. Dr. A. N. Pankaj “E-Commerce and Banking” – 2021</li> <li>8. Dr. R. Sathya “Digital Banking in India” – 2022</li> <li>9. Macmillan “Principles and Practices of Banking” – 2023</li> <li>10. Dr. P. Kumar “E-Marketing in Indian Banking Industry” – 2023</li> <li>11. R.K. Uppal “Service Marketing in the Banking and Financial Services Industry” – 2023</li> </ol>

### Evaluation Pattern

Continuous Evaluation: 40%  
Semester End Examination: 60%

The Continuous evaluation will consist of

	Total Marks
Assignment/Project Work/Presentation/Case Study	30
Online MCQ Objective Test	10

### Semester End Examination Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particular	Marks
Q-1	<b>Attempt any Two of the following: (Module – 1)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-2	<b>Attempt any Two of the following: (Module – 2)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	<b>Attempt any Two of the following: (Module – 3)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	<b>Attempt any Two of the following: (Module – 4)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

### Signature of Team Members

Sr. No.	Name	Signature
1	Dr. Ishtiyah Chiplunkar	
2	Ms. Neha Gupta	

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# Tolani College of Commerce (Autonomous)

**Programme: B.Com. Banking & Insurance Semester – V**

**Title of the Course:  
Financial Services Management**

**Syllabus for 4 Credit Course  
From the Academic Year 2025 – 2026**

## Name of the Course: Financial Services Management

Sr. No.	Heading	Particulars
1	<b>Description of the course:</b>	Financial Services Management involves the strategic planning, execution, and oversight of financial products and services provided by institutions such as banks, investment firms, insurance companies, and other financial intermediaries
2	<b>Type:</b>	Theory
3	<b>Credit:</b>	4 Credits
4	<b>Hours Allotted:</b>	60 Hours
5	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
6	Course Objectives:	<ol style="list-style-type: none"> <li>1. Ability to understand the Financial Services</li> <li>2. Ability to understand the Mutual Funds, Factoring and Forfeiting</li> <li>3. Ability to understand the Securitisation of Debts and Derivatives</li> <li>4. Ability to understand the Housing Finance, Consumer Finance, Depositories &amp; Pledge</li> </ol>
7	Course Outcomes:	<ol style="list-style-type: none"> <li>1. Learners will be able to understand Financial Services</li> <li>2. Learners will be able to understand Mutual Funds, Factoring and Forfeiting</li> <li>3. Learners will be able to understand Securitisation of Debts and Derivatives</li> <li>4. Learners will be able to understand Housing Finance, Consumer Finance, Depositories &amp; Pledge</li> </ol>
8	<b>Module I: Introduction to Financial Services (15 Hours)</b>	
	<ul style="list-style-type: none"> <li>• <b>Financial Services:</b> Meaning, Classification, Scope, Fund Based Activities, Non Fund Based Activities, Modern Activities, Sources of Revenue, Need for Financial Innovation, New Financial Products &amp; Services, Innovative Financial Instruments, Challenges Facing the Financial Sector.</li> <li>• <b>Merchant Banking:</b> Definition, Origin, Merchant Banking in India, Merchant Banks and Commercial Banks, Services of Merchant Banks, Qualities of Merchant Bankers in Market Making Process, Progress of Merchant Banking in India, Problems, Scope of Merchant Banking in India.</li> </ul>	
	<b>Module II: Mutual Funds, Factoring and Forfeiting (15 Hours)</b>	
	<ul style="list-style-type: none"> <li>• <b>Mutual Funds:</b> Introduction to Mutual Funds, Structure of Mutual Fund in India, Classification of Mutual Funds, AMFI Objectives, Advantages of Mutual Funds, Disadvantages of Mutual Funds, NAV Calculation and Pricing of Mutual Funds, Mutual Funds Abroad, Mutual Funds in India, Reasons for Slow growth, Future of Mutual Funds Industry.</li> <li>• <b>Factoring and Forfeiting:</b> Factoring, Meaning, Modus Operandi, Terms and Conditions, Functions, Types of Factoring, Factoring vs. Discounting, Cost of factoring, Benefits, Factoring in India, International Factoring, Definition, Types of Export Factoring, Factoring in Other Countries, EDI Factoring, Forfeiting- Definition, Factoring vs. Forfeiting, Working of Forfeiting, Cost of Forfeiting, Benefits of Forfeiting, Drawbacks of Forfeiting.</li> </ul>	

**Module III: Securitisation of Debts and Derivatives (15 Hours)****• Securitization of Debt:**

Meaning & Definition of Securitization, Securitization vs. Factoring, Modus Operandi, Role of Merchant Banker, Role of Other Parties, Securitization Structure Securitizable assets, Benefits of Securitization, Conditions for Successful Securitization, Securitization Abroad, Securitization in India, Reasons for non popularity of Securitization, Future Prospects of Securitization.

**• Derivatives:**

Meaning, Types of Financial Derivatives, Options, Futures, Forwards, Swaps, Futures & Options Trading System, Clearing Entities & Their Role.

**Module IV: Housing Finance, Consumer Finance, Depositories & Pledge****(15 Hours)****• Housing Finance:**

Introduction, Housing Finance Industry, Housing Finance Policy Aspect, Sources of Funds, Market of Housing Finance in India, Major Issues of Housing Finance in India, Growth Factors, Housing Finance Institutions in India, National Housing Bank(NHB), Guidelines for ALM System in Housing Finance Companies, Fair Trade Practice, Code for HFC's, Housing Finance Agencies.

**• Consumer Finance:**

Introduction, Sources, Types of Products, Consumer Finance Practice in India, Mechanics of Consumer Finance, Terms, Pricing, Marketing & Insurance of Consumer Finance, Consumer Credit Scoring.

**• Depositories & Pledge:**

Overview of Depository, Key features of Depositories Systems in India, Depository-Bank Analogy, Legal Framework, Eligibility Criteria for A Depository, Agreement between Depository & Issuers, Rights & Obligation of Depositories, Records Maintained by Depository, Services of Depository & Functions of Depository, Organization & Functions of NSDL, Pledge & Hypothecation, Procedure for Pledge/Hypothecation, Procedure of Confirmation of Creation of Pledge/Hypothecations by Pledgee, Closure of A Pledge/Hypothecation by Pledgor, Invocation of Pledge by Pledgee.

**9****References Books:**

1. Andrew Sherratt and Paul Johnson - "Financial Services Management: An Introduction" - 2020
2. Peter Rose - "Financial Services Management" - 2019
3. Alan Peacock and Gary Hossack - "Financial Services Management: An Introduction" - 2020
4. Alistair Milne and Regulators at the Bank of England "Financial Services Management: A Qualitative Approach" - 2021
5. "Financial Services Management" by Edwin Burton and Thomas Powers (Latest Edition: 2020)
6. David E. Scott - "Financial Services Management: Theory and Practice" - 2021
7. Gurusamy and Gurusamy - "Financial Services Management: Challenges and Opportunities" - 2018
8. Rajiv S. Lall and M.S. Narasimhan - "Financial Services Management: Perspectives and Challenges" - 2019
9. Sanjay Tiwary and Rajeev Srivastava - "Financial Services Management: Issues, Challenges, and Strategies" - 2021
10. Jaydeep Mukherjee and Piyush Mehta - "Financial Services Management: Concepts, Models, and Practices" - 2020

### Evaluation Pattern

Continuous Evaluation: 40%  
Semester End Examination: 60%

The Continuous evaluation will consist of

	Total Marks
Assignment/Project Work/Presentation/Case Study	30
Online MCQ Objective Test	10

### Semester End Examination Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particular	Marks
Q-1	<b>Attempt any Two of the following: (Module – 1)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-2	<b>Attempt any Two of the following: (Module – 2)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	<b>Attempt any Two of the following: (Module – 3)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	<b>Attempt any Two of the following: (Module – 4)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

### Signature of Team Members

Sr. No.	Name	Signature
1	Dr. Ishtiyah Chiplunkar	
2	Ms. Neha Gupta	

AC –  
Item No. –

As Per NEP 2020

## **Tolani College of Commerce (Autonomous)**



Knowledge is Supreme

**Programmes: Bachelor of Commerce (Accounting & Finance)  
Bachelor of Commerce (Banking & Insurance)  
Bachelor of Commerce (Financial Markets)**

**Title of the Course: Brand Management, Semester V**

**Syllabus for 4 credits**

**From the Academic Year 2026 - 2027**

**Name of the Course: Brand Management**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
1.	<b>Description the course:</b>	Brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time. Effective brand management enables the price of products to go up and builds loyal customers through positive brand associations and images or a strong awareness of the brand.
2.	<b>Vertical</b>	Minor
3.	<b>Type:</b>	Theory
4.	<b>Credit:</b>	4 credits
5.	<b>Hours Allotted:</b>	60 Hours
6.	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7.	<b>Course Objectives:</b>	<ol style="list-style-type: none"><li>1. To provide foundational knowledge of brands, branding, and brand management and their role in marketing.</li><li>2. To understand the strategic process of brand building, including brand positioning and the development of brand marketing programs.</li><li>3. To develop the ability to measure and evaluate brand performance using qualitative, quantitative, and valuation techniques.</li><li>4. To enable learners to design strategies to grow and sustain brand equity through brand architecture, extensions, and long-term brand management.</li></ol>

8

**Course Outcomes:** After completing this course, learners will be able to:

1. Explain the concepts of brand, branding, and brand equity and differentiate brands from products.
2. Apply the CBBE model and use brand positioning and brand-building techniques to develop branding strategies.
3. Analyze and evaluate brand performance using qualitative and quantitative brand equity measurement tools and valuation models.
4. Design and propose branding strategies for sustaining brand equity through brand architecture, brand extensions, and long-term brand management practices.

9

### Modules

#### Module 1: Introduction to Brand Management (15 Hours)

- Introduction to Brand Management: Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and opportunities.
- Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks.
- Brand Positioning: Meaning, Importance, Basis.

#### Module 2: Planning and Implementing Brand Marketing Programs (15 Hours)

- Planning and Implementing Brand Marketing Programs: Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements, Integrating Marketing Programs and Activities
- Personalizing Marketing: Experiential Marketing, One to One Marketing, Permission Marketing, Product Strategy: Perceived Quality and Relationship Marketing
- Pricing Strategy: Setting Prices to Build Brand Equity, Channel Strategy: Direct, Indirect Channels, Promotion Strategy: Developing Integrated Marketing Communication Programs, Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events

#### Module 3: Measuring and Interpreting Brand Performance (15 Hours)

- The Brand Value Chain b) Measuring Sources of Brand Equity: Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association
- Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses c) Young and Rubicam's Brand Asset Valuator d) Measuring Outcomes of Brand Equity
- Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis, Holistic Methods: Residual Approaches, Valuation

Approaches: Historical Perspectives and Inter-brand's Brand Valuation Methodology

**Module 4: Growing and Sustaining Brand Equity (15 Hours)**

- Designing & Implementing Branding Strategies: Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy
- Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels, Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing
- Brand Extensions: Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity, Managing Brands over Time: Reinforcing Brands, Revitalizing Brands, Building Global Customer Based Brand Equity

10 **Reference Books:**

- Miller, Donald. Building a Story Brand: Clarify Your Message So Customers Will Listen. HarperCollins Leadership, 2017.
- Johnson, Michael. Branding: In Five and a Half Steps. Thames & Hudson, 2016.
- Keller, Kevin Lane. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 5th ed., Pearson, 2020.
- Neumeier, Marty. The Brand Gap: How to Bridge the Distance Between Business Strategy and Design. 2nd ed., New Riders, 2005.
- Sharp, Byron. How Brands Grow: What Marketers Don't Know. Oxford University Press, 2010.
- Neumeier, Marty. Zag: The Number One Strategy of High-Performance Brands. New Riders, 2006.
- Berger, Jonah. Contagious: How to Build Word of Mouth in the Digital Age. Simon & Schuster, 2013.
- Aaker, David, and Erich Joachimsthaler. Brand Leadership: Building Assets in an Information Economy. Free Press, 2000.
- Ries, Al, and Jack Trout. Positioning: The Battle for Your Mind. 20th Anniversary ed., McGraw- Hill Education, 2001.
- Busche, Laura. The Lean Brand: A Guide to Brand Strategy for Startups. O'Reilly Media, 2014.

11 **Internal Continuous Assessment: 40%** **Semester End Examination: 60%**

12 **Continuous Evaluation through: (40 Marks)**

	Total Marks
Assignment/Project Work/Presentation/Case Study	20
Class Test	20
Total	40

A learner must be present for each of the sub-components.

13 **Format of Question Paper:** for the final examination

**Question Paper Pattern for Semester End Examination (SEE) Maximum Marks: 60 Duration:2 Hour**

Q. No.	Particular	Marks
Q-1	<b>Attempt any TWO the following:</b> (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
Q-2	<b>Attempt any TWO the following:</b> (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
Q-3	<b>Attempt any TWO the following:</b> (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>

	Q-4	<b>Attempt any TWO the following:</b> (Module 4) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
		Note: Any of the full length question of 7.5 Marks can be a case study.	

**Signature of Team Members**

<b>Sr. No.</b>	<b>Name</b>	<b>Signature</b>
1	Dr. Sadhana Venkatesh	
2	Ms. Jyoti Ghosh	
3	Ms. Shalini Clayton	
4	Ms. Ashiyana Shaikh	

AC –  
Item No. –

As Per NEP 2020

## **Tolani College of Commerce (Autonomous)**



**Programmes: Bachelor of Commerce (Accounting & Finance)  
Bachelor of Commerce (Banking & Insurance)  
Bachelor of Commerce (Financial Markets)**

**Title of the Course: Training and Development, Semester V**

**Syllabus for 4 credits**

**From the Academic Year 2026 - 2027**

## Name of the Course: Training and Development

Sr. No.	Heading	Particulars
1	<b>Description the course:</b>	This course provides an understanding of the principles, processes, and practices involved in employee training and development within organizations. Learners will study training needs analysis, training methods, management development programs, and talent and performance management. The course emphasizes how systematic training enhances employee performance, supports organizational growth, and contributes to strategic human resource development.
2	<b>Vertical:</b>	Minor
3	<b>Type:</b>	Theory
4	<b>Credit:</b>	4 credits
5	<b>Hours Allotted:</b>	60 Hours
6	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7	<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. Understand the fundamental concepts, need, and scope of training and development in organizations.</li> <li>2. Identify and analyze training needs and outline the steps involved in designing effective training programs.</li> <li>3. Explain various development techniques including career development, counselling, and change management.</li> <li>4. Evaluate management development programs and performance measurement systems to ensure organizational efficiency.</li> </ol>
8	<b>Course Outcomes:</b>	<p>After completing this course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Define and describe the concept, scope, features, objectives and importance of training within an organization</li> <li>2. Explain the process of training and the steps involved in planning and conducting training programs.</li> <li>3. Analyze job competencies and determine training needs using Person, Task and Organization Analysis.</li> <li>4. Differentiate between On-the-job and Off-the-job training methods and select appropriate methods based on training objectives.</li> </ol>

<b>9</b>	<b>Modules</b>
<b>Module 1: Overview of Training (15 Hours)</b>	
<ul style="list-style-type: none"> <li>• Overview of training– concept, scope, importance, objectives, features, need and assessment of training.</li> <li>• Process of Training–Steps in Training, identification of Job Competencies, criteria for identifying Training Needs (Person Analysis, Task Analysis, Organisation Analysis), Types–On the Job &amp;Off the Job Method.</li> <li>• Assessment of Training Needs, Methods &amp; Process of Needs Assessment. Criteria &amp;designing-Implementation– an effective training program.</li> </ul>	
<b>Module 2: Overview of Development (15 Hours)</b>	
<ul style="list-style-type: none"> <li>• Overview of development– concept, scope, importance &amp; need and features, Human Performance Improvement</li> <li>• Counselling techniques with reference to development employees, society and organization.</li> <li>• Career development– Career development cycle, model for planned self-development, succession planning.</li> <li>Change Management</li> </ul>	
<b>Module 3: Concept of Management Development (15 Hours)</b>	
<ul style="list-style-type: none"> <li>• Concept of Management Development.</li> <li>• Process of MDP.</li> <li>• Programs &amp;methods, importance, evaluating a MDP</li> <li>•</li> </ul>	
<b>Module 4: Performance measurement, Talent management &amp; Knowledge management (15 Hours)</b>	
<ul style="list-style-type: none"> <li>• Performance measurements– Appraisals, pitfalls &amp;ethics of appraisal.</li> <li>• Talent management –Introduction ,Measuring Talent Management, Integration &amp; future of TM, Global TM &amp;knowledge management— OVERVIEW -Introduction: History, Concepts,</li> <li>• Knowledge Management: Definitions and the Antecedents of KM Information Management to Knowledge Management , Knowledge Management: What Is and What Is Not?, Three stages of KM, KM Life Cycle</li> </ul>	

10	<b>References:</b> <ul style="list-style-type: none"> <li>• Blanchard, P. N., &amp; Thacker, J. W. (2013). *Effective training: Systems, strategies, and practices* (5th ed.). Pearson.</li> <li>• Cummings, T. G., &amp; Worley, C. G. (2018). *Organization development and change* (11th ed.). Cengage Learning.</li> <li>• Dalkir, K. (2017). *Knowledge management in theory and practice* (3rd ed.). MIT Press.</li> <li>• Kirkpatrick, D. L., &amp; Kirkpatrick, J. D. (2006). *Evaluating training programs: The four levels* (3rd ed.). Berrett-Koehler Publishers.</li> <li>• Mumford, A. (1997). *Handbook of management development* (4th ed.). Gower.</li> <li>• Noe, R. A. (2020). *Employee training and development* (8th ed.). McGraw-Hill Education.</li> <li>• Nonaka, I., &amp; Takeuchi, H. (1995). *The knowledge-creating company: How Japanese companies create the dynamics of innovation*. Oxford University Press.</li> <li>• Schiemann, W. A. (2014). *Reinventing talent management: How to maximize performance in the new marketplace*. HarperCollins Business.</li> <li>• Ulrich, D., Brockbank, W., Johnson, D., Sandholtz, K., &amp; Younger, J. (2012). *HR competencies: Mastery at the intersection of people and business*. Society for Human Resource Management.</li> </ul>										
11	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>									
12	<b>Continuous Evaluation through: (40 Marks)</b> <table border="1" data-bbox="308 1470 1282 1648"> <thead> <tr> <th></th> <th><b>Total Marks</b></th> </tr> </thead> <tbody> <tr> <td>Assignment/Project Work/Presentation/Case Study</td> <td>20</td> </tr> <tr> <td>Class Test</td> <td>20</td> </tr> <tr> <td><b>Total</b></td> <td><b>40</b></td> </tr> </tbody> </table> <p style="text-align: center;">A learner must be present for each of the sub-components.</p>				<b>Total Marks</b>	Assignment/Project Work/Presentation/Case Study	20	Class Test	20	<b>Total</b>	<b>40</b>
	<b>Total Marks</b>										
Assignment/Project Work/Presentation/Case Study	20										
Class Test	20										
<b>Total</b>	<b>40</b>										
14	<b>Format of Question Paper:</b> for the final examination <b>Question Paper Pattern for Semester End Examination (SEE)</b> <b>Maximum Marks: 60</b> <span style="float: right;"><b>Duration:2 Hour</b></span> <table border="1" data-bbox="300 1848 1573 1890"> <thead> <tr> <th><b>Q. No.</b></th> <th><b>Particular</b></th> <th><b>Marks</b></th> </tr> </thead> </table>			<b>Q. No.</b>	<b>Particular</b>	<b>Marks</b>					
<b>Q. No.</b>	<b>Particular</b>	<b>Marks</b>									

<b>Q-1</b>	<b>Attempt any TWO the following:</b> (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
<b>Q-2</b>	<b>Attempt any TWO the following:</b> (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
<b>Q-3</b>	<b>Attempt any TWO the following:</b> (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
<b>Q-4</b>	<b>Attempt any TWO the following:</b> (Module 4) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
Note: Any of the full length question of 7.5 Marks can be a case study.		

**Signatures of Team  
Members**

<b>Sr. No</b>	<b>Name</b>	<b>Signature</b>
<b>1.</b>	Dr. Sadhana Venkatesh	
<b>2.</b>	Ms. Jyoti Ghosh	
<b>3.</b>	Ms. Shalini Clayton	
<b>4.</b>	Ms. Ashiyana Shaikh	

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**As Per NEP 2020**

**Tolani College of Commerce**  
**(Autonomous)**



**Programme : Bachelor of Commerce (Banking & Insurance) and  
Bachelor of Commerce (Financial Markets)**  
**Semester :V**

**Title of the Course: Direct Tax**

**Syllabus for 4 Credit Course**  
**From the Academic Year 2026-2027**

## Name of the Course: Direct Tax

Sr. No.	Heading	Particulars
1	<b>Description the course :</b>	This course in Direct Taxation is designed to provide learners with a comprehensive understanding of the principles, regulations, and applications of direct taxes. Learners will delve into the various aspects of direct taxation, including income tax, wealth tax, and other related taxes. The course aims to equip learners with the knowledge and skills necessary to navigate the complexities of direct tax laws, compliance, and planning.
2	<b>Vertical :</b>	Minor
3	<b>Type :</b>	Practical
4	<b>Credit:</b>	4 credits
5	<b>Hours Allotted :</b>	60 Hours
6	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation: 40 Semester-End: 60
7	<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To understand crucial definitions within tax law and the concept of residential status as it pertains to tax liability.</li> <li>2. To explore the taxation of income generated from Salary, House Property and Profit &amp; Gain from Business and Profession.</li> <li>3. To explore the taxation of income generated from Capital gain, Income from other sources and enable individuals, tax professionals, and financial planners to identify and maximize the deductions available.</li> <li>4. To understand the components that constitute total income, the process of aggregation of various incomes and the application of deductions and exemptions to arrive at the gross total income and taxable income.</li> </ol>
8	<b>Course Outcomes:</b>	<ol style="list-style-type: none"> <li>1. Learners will able to determine the residential status of individuals and entities and understand its significance in taxation.</li> <li>2. Learners will able to determine income from Salary, House Property and Profit &amp; Gain from Business and Profession.</li> <li>3. Learners will able to compute income from Capital gain, Income from other sources and Deductions as per Income Tax Act.</li> <li>4. Learners will able to apply deductions and exemptions to calculate the taxable income.</li> </ol>
9	<b>Module 1: Definitions and Residential Status</b>	<b>(15 Hours)</b>
	<ul style="list-style-type: none"> <li>• Basic Terms ( S. 2,3,4) (Assessee, Assessment, Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer.)</li> <li>• Determination of Residential Status of Individual (Practical Sums)</li> <li>• Scope of Total Income (S.5) (Practical Sums)</li> </ul>	
	<b>Module 2: Heads of Income – I</b>	<b>(15 Hours)</b>
	<ul style="list-style-type: none"> <li>• Salary ( S.15-17) (Practical Sums)</li> <li>• Income from House Property (S. 22-27) (Practical Sums)</li> </ul>	

	<ul style="list-style-type: none"> <li>Profit &amp; Gain from Business and Profession(S. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B) (Practical Sums)</li> </ul>
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<b>Module 3: Heads of Income – II and Deductions</b>	<b>(15 Hours)</b>
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- Capital Gain (S.45, 48, 49, 50 and 54) (Practical Sums)
- Income from other sources (S.56 - 59) (Practical Sums)
- Deductions from Total Income (S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA)

<b>Module 4 Computation of Taxable Income of Individuals</b>	<b>(15 Hours)</b>
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- Income Tax rate
- Taxable income of Individual (Practical Sums)
- Taxable income of HUF (Practical Sums)

**10 Reference Books:**

- Ahuja, Girish & Gupta, Ravi: Taxation of Capital Gains. (15th ) Haryana. Wolters Kluwer, 2018
- Ahuja& Gupta, Systematic Approach to Direct Tax ,Bharat Law House ,48<sup>th</sup> Edition ,2023
- Chamber of Tax Consultants: Faqs on LLP. New Delhi. Taxmann Publications Pvt Ltd., 2017
- Dr .V.K. Singhania , Income Tax Ready Recknoner ,Taxman,11<sup>th</sup> Edition,2023
- Singhania,Vinod K & Singhania, Kapil: Direct Taxes Law & Practice. [With Special Reference to Tax Planning] (60th ) New Delhi. Taxmann Publications Pvt Ltd., 2018
- T.N. Manoharan Direct Tax Laws ,Snow White ,2023
- V.K. Singhania ,Direct Taxes Law & Practice ,Taxman , 2023

<b>11</b>	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>
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The Continuous evaluation will consist of

	<b>Total Marks</b>
Assignment/ Project Work/ Presentation/ Case Study/ Book Review	20
Class Test	20
<b>Total</b>	<b>40</b>

**13 Format of Question Paper:**

Question No	Particular	Marks
Q-1	<b>Attempt the following:</b> a. Full Length Practical Question OR b. Theory/ Practical Questions c. Theory/Practical Questions	15  08 07
Q-2	<b>Attempt the following:</b> a. Full Length Practical Question OR b. Theory/ Practical Questions c. Theory/Practical Questions	15  08 07

Q-3	<b>Attempt the following:</b> a. Full Length Practical Question	15
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	<p style="text-align: center;">OR</p> <p>b. Theory/ Practical Questions</p> <p>c. Theory/Practical Questions</p>	<p>08</p> <p>07</p>
Q-4	<p><b>Attempt the following:</b></p> <p>a.Full Length Practical Question</p> <p style="text-align: center;">OR</p> <p>b. Theory/ Practical Questions</p> <p>c. Theory/Practical Questions</p>	<p>15</p> <p>08</p> <p>07</p>
<p><b>Note:</b> Theory/Practical question of 7 and 8 Marks can be Three Question of 5 Each or One Question of 15 Marks</p>		

**Signatures of Team Members**

Sr.No	Name	Signature
1.	Mr.Murugan Nadar	
2.	Mr.Mubeen Shaikh	

AC –  
Item No. –

# **As Per NEP 2020**

## **Tolani College of Commerce (Autonomous)**



Knowledge is Supreme

<b>Programmes: (Semester V)</b>	
<b>1</b>	<b>Bachelor of Commerce (Management Studies)</b>
<b>2</b>	<b>Bachelor of Commerce (Accounting &amp; Finance)</b>
<b>3</b>	<b>Bachelor of Commerce (Banking &amp; Insurance)</b>

**Title of the Course: Introduction to Commodities and Derivatives Market**

**Syllabus for 4 Credits**

**From the Academic Year: A.Y. 2026 - 2027**

## Name of the Course: Introduction to Commodities and Derivatives Market

Sr. No.	Heading	Particulars
1	<b>Description of the Course:</b>	This course introduces the basics of commodity markets and financial derivatives. It explains how commodity exchanges work, the role of institutions, and the growth of the Indian commodity market. Students also learn about derivatives such as forwards, futures, and options, and how they are used for trading and managing financial risk.
2	<b>Vertical:</b>	Minor
3	<b>Type:</b>	Theory
4	<b>Credit:</b>	4 credits
5	<b>Hours Allotted:</b>	60 Hours
6	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation: 40 Marks Semester End: 60 Marks
7	<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To provide basic knowledge of commodity markets and their role in the economy.</li> <li>2. To help students understand the functioning of commodity exchanges and related institutions in India.</li> <li>3. To introduce financial derivatives and their use in risk management.</li> <li>4. To develop an understanding of forwards, futures, and options trading concepts.</li> </ol>
8	<b>Course Outcomes:</b>	<p>By the end of the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the functioning and importance of commodity markets.</li> <li>2. Understand the role of exchanges, government, and institutions in developing commodity markets in India.</li> <li>3. Describe key financial derivatives and their applications in risk management.</li> <li>4. Identify and differentiate between forwards, futures, and options contracts.</li> </ol>

<b>9</b>	<b>Modules:</b>
	<b>Module 1: Introduction to Commodity Market (15 Hours)</b>
	<ul style="list-style-type: none"> <li>• Emergence of Commodity Market</li> <li>• Dynamics of global commodity markets</li> <li>• Indian commodity markets - Current status &amp; future prospects</li> </ul>
	<b>Module 2: Strengthening Commodity Markets in India (15 Hours)</b>
	<ul style="list-style-type: none"> <li>• Role of Government Role of Commodity Exchanges</li> <li>• Other Institutions</li> <li>• Training &amp; development of Dealers</li> </ul>
	<b>Module 3: Introduction to Financial Derivatives (15 Hours)</b>
	<ul style="list-style-type: none"> <li>• Overview of Financial Derivatives: Definition and types of derivatives, Importance in risk management and speculation, Basic Terminology: Underlying assets, payoff structures, and settlement, Exchange-traded vs. over-the-counter derivatives</li> <li>• Market Participants: Roles of hedgers, speculators, and arbitrageurs, Overview of regulatory frameworks</li> <li>• Derivative Markets: Structure of derivative markets, Key exchanges and trading mechanisms</li> </ul>
<b>Module 4: Forward, Futures and Options Contracts (15 Hours)</b>	
<ul style="list-style-type: none"> <li>• Understanding Forward Contracts: Definition and structure, Difference between forwards and futures Open market operations.</li> <li>• Introduction to Futures Contracts: Definition and types of futures, Standardization and contract specifications</li> <li>• Introduction to Options: Call and put options, American vs. European options</li> </ul>	

10	<b>References:</b> <ol style="list-style-type: none"> <li>1. Chatnani, M. Commodity Markets (1st ed.). Tata McGraw Hill. (2010).</li> <li>2. Indian Institute of Banking &amp; Finance. Commodity Derivatives. Macmillan India Ltd. (2007).</li> <li>3. Hull, J. C. Options, futures, and other derivatives (10th ed.). Pearson Education. (2017).</li> <li>4. Kolb, R. W., &amp; Overdahl, J. A. Financial derivatives: Pricing and risk management (2nd ed.). Wiley. (2017).</li> <li>5. Tuckman, B., &amp; Serrat, A. Fixed income securities: Tools for today's markets (3rd ed.). Wiley. (2011)</li> </ol>																
11	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>															
12	<b>Continuous Evaluation through: (40 Marks)</b> <table border="1" data-bbox="483 716 1237 940" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Component</th> <th style="text-align: center;">Total Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Class test/ Case study/ Book review/ Assignment/ Report Writing/ Presentation/ Video Presentation</td> <td style="text-align: center;">40 Marks</td> </tr> <tr> <td style="text-align: center;"><b>Total</b></td> <td style="text-align: center;"><b>40 Marks</b></td> </tr> </tbody> </table>		Component	Total Marks	Class test/ Case study/ Book review/ Assignment/ Report Writing/ Presentation/ Video Presentation	40 Marks	<b>Total</b>	<b>40 Marks</b>									
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<b>Total</b>	<b>40 Marks</b>																
13	<b>Format of Question Paper:</b> <p style="text-align: center;"><b>Question Paper Pattern for Semester End Examination (SEE)</b></p> <p style="text-align: center;"><b>Maximum Marks: 60</b> <span style="float: right;"><b>Duration: 2 Hours</b></span></p> <table border="1" data-bbox="228 1108 1495 1843" style="width: 100%;"> <thead> <tr> <th style="text-align: center;">Q. No.</th> <th style="text-align: center;">Particular</th> <th style="text-align: center;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Q-1</td> <td> <b>Attempt any TWO the following: (Module 1)</b>  A. Full Length Question  B. Full Length Question  C. Full Length Question </td> <td style="text-align: center;"><b>15 Marks</b></td> </tr> <tr> <td style="text-align: center;">Q-2</td> <td> <b>Attempt any TWO the following: (Module 2)</b>  A. Full Length Question  B. Full Length Question  C. Full Length Question </td> <td style="text-align: center;"><b>15 Marks</b></td> </tr> <tr> <td style="text-align: center;">Q-3</td> <td> <b>Attempt any TWO the following: (Module 3)</b>  A. Full Length Question  B. Full Length Question  C. Full Length Question </td> <td style="text-align: center;"><b>15 Marks</b></td> </tr> <tr> <td style="text-align: center;">Q-4</td> <td> <b>Attempt any TWO the following: (Module 4)</b>  A. Full Length Question  B. Full Length Question  C. Full Length Question </td> <td style="text-align: center;"><b>15 Marks</b></td> </tr> </tbody> </table> <p><b>Note :</b> Two Sub-questions of 7.5 Marks each can be of 10 /5 marks or one full length question of 15 Marks</p>		Q. No.	Particular	Marks	Q-1	<b>Attempt any TWO the following: (Module 1)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>	Q-2	<b>Attempt any TWO the following: (Module 2)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>	Q-3	<b>Attempt any TWO the following: (Module 3)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>	Q-4	<b>Attempt any TWO the following: (Module 4)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
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Q-4	<b>Attempt any TWO the following: (Module 4)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>															

### Signatures of Team Members

Sr. No	Name	Signature
1.	Ms. Neha Sawant	
2.	Ms. Anita Jaiswal	

AC –  
Item No. –

# **As Per NEP 2020**

## **Tolani College of Commerce (Autonomous)**



Knowledge is Supreme

<b>Programmes:</b>
<b>Bachelor of Commerce (Management Studies)</b>
<b>Bachelor of Commerce (Accounting &amp; Finance)</b>
<b>Bachelor of Commerce (Banking &amp; Insurance)</b>
<b>Bachelor of Commerce (Financial Markets)</b>

### **Semester V**

**Title of the Course: Block-Chain Technology**

**Syllabus for 4 Credits**

**From the Academic Year 2026-2027**

## Name of the Course: Block-Chain Technology

Sr. No.	Heading	Particulars
1	<b>Description of the Course :</b>	This course provides a comprehensive understanding of Block chain technology and Cryptocurrencies, exploring their fundamental concepts, architecture, and real-world applications. It introduces cryptographic principles, block chain networks, and smart contracts, followed by detailed insights into Bitcoin, Ethereum, and Hyperledger. Students will learn about mining mechanisms, distributed ledgers, and the legal and economic implications of cryptocurrencies.
2	<b>Vertical :</b>	Minor Basket
3	<b>Type :</b>	Theory
4	<b>Credit:</b>	04
5	<b>Hours Allotted :</b>	60 Hours
6	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation : 20 Semester End : 60
7	<b>Course Objectives:</b> Learner will be able to :	<ol style="list-style-type: none"> <li>1) Understand the foundational architecture and cryptographic principles of block chain technology.</li> <li>2) Explore the evolution, protocols, and applications of major cryptocurrencies like Bitcoin and Ethereum.</li> <li>3) Analyze the structure, mechanics, and legal aspects of Bitcoin in global and Indian contexts.</li> <li>4) Evaluate blockchain's role in finance, governance, and emerging decentralized applications.</li> </ol>
8	<b>Course Outcomes:</b> Learner will be able to :	<ol style="list-style-type: none"> <li>1) Explain core block chain concepts, components, and network types.</li> <li>2) Demonstrate knowledge of cryptocurrency protocols, smart contracts, and distributed ledgers.</li> <li>3) Assess Bitcoin's infrastructure including keys, wallets, transactions, and its use in Indian commerce.</li> <li>4) Apply block chain solutions to real-world domains such as FinTech, supply chain, and e-governance</li> </ol>

9

**Modules:-**

**Module 1: Introduction to Block Chain**

**(15 Hours)**

- Basic ideas behind block chain, how it is changing the landscape of digitalization, introduction to cryptographic concepts
- Basic architecture of Block chain, different terminologies associated, Characteristics of Block chain, Types of networks, Introducing Smart contract concept in Block chain.
- Core components of Block chain, Types of Block chains; Block chain Protocol, Permission & Permission less Block chains

**Module 2: Crypto Currency**

**(15 Hours)**

- History, Distributed Ledger, Bitcoin protocols - Mining strategy and rewards, Ethereum Construction, DAO, Smart Contract, GHOST, Vulnerability, Attacks, Side chain, Name coin.
- Stakeholders, Roots of Bitcoin, Legal Aspects-Crypto currency Exchange, Black Market and Global Economy. Applications: Internet of Things, Medical Record Management System, Domain Name Service and future of Block chain for crypto currencies.
- Short History of Money and Trust, Bitcoin Mechanics, Introduction to Ethereum, Introduction to Hyper ledger.

**Module 3: Bit Coins**

**(15 Hours)**

- Introduction to Bitcoins, Bitcoin : Digital Signature, Digital Keys, Private Keys, Public Keys
- Bitcoins Addresses, Bitcoins Transactions, Bitcoins Network, Bitcoins Wallets, Bitcoins Payments, Bitcoins Clients and APIs, Bitcoins Limitation.
- Bitcoins in Indian Commerce: Investment options, Legal Status, CDBC Digital Rupee.

**Module 4 : Applications and Future of Block Chain and Cryptocurrencies**

**(15 Hours)**

- Use of block chain in banking and finance, role in supply chain management, e-governance
- Integration of block chain in FinTech and Banking operations, de-centralized finance.
- RBI and Government of India on cryptocurrencies. Taxation policies.

10	<b>Reference Books:</b> 1) Block Chain Technology: Concepts and Applications by Kumar Saurabh & Ashutosh Saxena (Author), 2020. 2) Basics of Bitcoins and Block chains by Antony Lewis, 2018. 3) Bit Coins and Cryptocurrency Technologies by Arvind Narayanan.	
11	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination : 60%</b>
12	<b>Continuous Evaluation through:</b>  Class Test : 20 Marks Assignment : 20 Marks 40 Marks	
13	<p style="text-align: center;"> <b>Question Paper Pattern for Semester End Examination</b>  <b>Maximum Marks: 60</b> <span style="float: right;"><b>Duration: 2 Hrs.</b></span>  <b>Note: All questions are compulsory. Each question has an internal choice.</b> </p> <p style="text-align: center;"><i>[Refer to Next Page]</i></p>	

Question Number	Nature of Questions		Maximum Marks
1)	<b>Attempt any 3</b>		
	a)		15
	b)		
	c)		
	d)		
	e)		
2)	<b>Attempt any 3</b>		
	a)		15
	b)		
	c)		
	d)		
	e)		
3)	<b>Attempt any 3</b>		
	a)		15
	b)		
	c)		
	d)		
	e)		
4)	<b>Attempt any 3</b>		
	a)		15
	b)		
	c)		
	d)		
	e)		

### Signatures of Team Members

Sr.No	Name	Signature
1.	Mr. Deepak Sharma	

Approved by the Academic Council on 27-11-2024 item no. 05

Approved by the BoS in Business Economics on 13-11-2024 item no. 05

## **As Per NEP 2020**

# Tolani College of Commerce (Autonomous)



Knowledge is Supreme

**Programme: B.Com (wef 2025-2026) B.Com in Management Studies, B.Com in Accounting and Finance, B.Com in Banking and Insurance, B.Com in Financial Markets B.Sc. in Information Technology (wef 2026-2027)**

### **Syllabus for 4 credit Course**

**Title of the Course: Business Economics (Semester V) : Introduction to International Economics (Trade Theory, Trade Policy and International Monetary Economics)**

Sr. No.	Heading	Particulars
1)	Description the course	This course offers a comprehensive exploration of international trade economics, exploring into fundamental theories, policies, and mechanisms that shape global economic interactions. Beginning with an overview of international economics, students will examine key trade theories, the dynamics of tariffs and non-tariff barriers, and the role of economic integration. The course also covers the details of balance of payments, including national income accounting, automatic and policy adjustment mechanisms, and the determinants of exchange rates within the foreign exchange market. By integrating theoretical concepts with real-world examples, this course equips students with a deep understanding of the complexities and challenges of international economic relations.
2)	Programme	B.Com. B.Com in Management Studies, B.Com in Accounting and Finance, B.Com in Banking and Insurance, B.Com in Financial Markets B.Sc. in Information Technology and B.Com in Taxation and Auditing
3)	Semester	V
4)	Course/ Subject	Business Economics: Introduction to International Economics (Trade Theory, Trade Policy and International Monetary Economics)
5)	Vertical:	Minor
6)	Type:	Theory
7)	Credits:	04
8)	Hours Allotted:	60
9)	Marks Allotted:	Total Marks: 100 Continuous Evaluation Marks: 40 Semester End Examination Marks: 60

Course Objectives: By end of this course student should be able to-

- 1) understand the fundamental theories and concepts that underpin international trade.
- 2) examine the impact of tariff and non-tariff barriers on international trade.
- 3) understand the structure and significance of the Balance of Payments and its impact on an open economy.

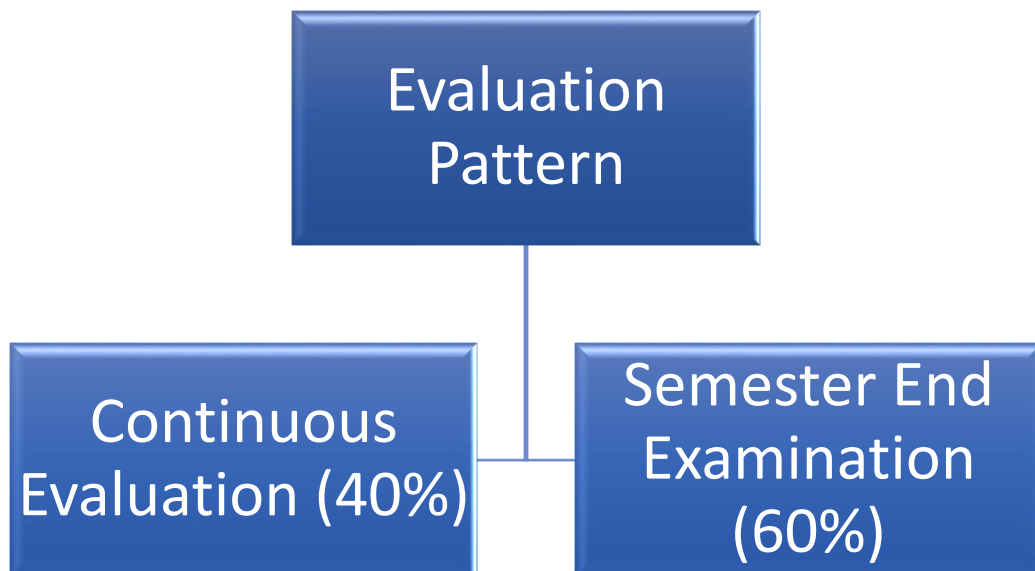
4) explore the mechanisms of exchange rate determination and the functioning of the foreign exchange market.
Course Outcomes: Upon completion of this course students will be able to:
1) explain and apply the different trade theories to analyse international trade patterns.
2) critically evaluate the effects of tariffs on trade between nations, particularly in the context of small economies.
3) analyse the causes of disequilibria in the Balance of Payments and propose measures to address them.
4) how exchange rates are determined and assess the implications of exchange rate fluctuations on international trade.

<b>Module I: Elements of International Trade Theory (15 hours)</b>	
1) Overview of International Economics	<ul style="list-style-type: none"> <li>a) Meaning and subject matter of international economics.</li> <li>b) Importance of international economics.</li> <li>c) Differences between domestic and international trade.</li> <li>d) The globalisation of the world economy.</li> </ul>
2) International Trade Theories	<ul style="list-style-type: none"> <li>a) The Theory of Comparative Cost Advantage.</li> <li>b) The Factor Endowments Theory.</li> <li>c) Economies of Scale and International Trade.</li> <li>d) Imperfect Competition and International Trade (Product differentiation, relationship between intra-industry and H-O models and Measuring Intra-Industry Trade).</li> </ul>
3) Terms of Trade	<ul style="list-style-type: none"> <li>a) Meaning and Types of Terms of Trade (Net Barter Terms, Gross Barter, Income, Single Factoral, Double Factoral, Real Cost and Utility).</li> <li>b) Factors influencing terms of trade.</li> <li>c) Terms of trade and economic development.</li> <li>d) The Theory of Reciprocal Demand.</li> </ul>
<b>Module II: Elements of International Trade Policy (15 hours)</b>	
1) Tariff Barriers	<ul style="list-style-type: none"> <li>a) Tariffs: Meaning and objectives.</li> <li>b) Classification of Tariffs (Basis of levy, objectives and country-wise discrimination).</li> <li>c) Effects of tariffs (Partial equilibrium effects on a small country).</li> <li>d) The Theory of tariff structure (nominal tariff and the effective rate of protection) and the optimum tariff.</li> </ul>
2) Non-Tariff Barriers (NTBs)	<ul style="list-style-type: none"> <li>a) Meaning and objectives.</li> <li>b) Classification of NTBs (Quantitative trade restrictions, fiscal measures and others).</li> <li>c) Effects of an import quota (Partial equilibrium effect).</li> <li>d) Quota versus Tariff.</li> </ul>
3) Economic Integration	<ul style="list-style-type: none"> <li>a) Meaning and objectives.</li> <li>b) Advantages of economic integration.</li> <li>c) Types of economic integration (Preferential trade agreement, free trade area, customs union, common market, economic union and economic integration).</li> <li>d) Attempts at economic integration: The European Union, United States-Mexico-Canada Agreement (USMCA), BRICS and The Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC).</li> </ul>
<b>Module III: Elements of International Monetary Economics: Balance of Payments (15 hours)</b>	
1) National Income Accounting and the Balance of Payments (BOP)	<ul style="list-style-type: none"> <li>a) Gross domestic product and trade balance.</li> <li>b) The balance of payments accounts and its components.</li> <li>c) Deficit/surplus in the BOP.</li> <li>d) Disequilibrium in BOP: Causes, types of disequilibria and measures.</li> </ul>

2) Open Economy Macroeconomics: Automatic adjustment mechanism.	<ul style="list-style-type: none"> <li>a) Automatic price adjustment mechanism (under flexible exchange rate system)</li> <li>b) Automatic income adjustment mechanism (The foreign repercussions effect)</li> <li>c) Elasticity approach to the BOP (the 'J' curve effect)</li> <li>d) Monetary approach to BOP (under fixed and flexible exchange rates)</li> </ul>
3) Open Economy Macroeconomics: Policy adjustment mechanism.	<ul style="list-style-type: none"> <li>a) Expenditure-changing policy: Fiscal and Monetary Policy (simultaneous internal and external balance under fixed exchange rate and flexible exchange rate).</li> <li>b) Expenditure-switching policy: Devaluation and Revaluation (elasticity and absorption approach).</li> <li>c) The Assignment Problem: The Trevor Swan Model.</li> <li>d) The Assignment Problem (Policy Mix): The Mundell-Fleming Model.</li> </ul>
<b>Module IV: Elements of International Monetary Economics: Foreign Exchange Market and Exchange Rate (15 hours)</b>	
1) Foreign Exchange Market	<ul style="list-style-type: none"> <li>a) Meaning, features and functions of foreign exchange market</li> <li>b) Transactions in the foreign exchange market (Spot rate, forward rate, foreign exchange swap, currency swap, foreign exchange futures, options)</li> <li>c) Foreign exchange hedging, arbitrage and speculation</li> <li>d) Equilibrium in foreign exchange market</li> </ul>
2) Exchange Rate Determination	<ul style="list-style-type: none"> <li>a) Money, interest and the exchange rate.</li> <li>b) Price level and exchange rate in the long run: The Law of One Price and The Purchasing Power Parity Theory (Absolute and Relative versions).</li> <li>c) The Balance of Payments Theory and the Monetary Model of exchange rate determination.</li> <li>d) The Portfolio Approach or the Asset Market Approach to exchange rate determination.</li> </ul>
3) International Monetary System and Exchange Rate Arrangements	<ul style="list-style-type: none"> <li>a) Definition and criteria of classification of exchange rates (fixed, perfectly flexible, fixed but adjustable, foreign exchange rate band, crawling peg, dual exchange rates, managed floating and target zone).</li> <li>b) Monetary System: The Classical Gold Standard, the Inter-War Period, and the Bretton Woods System.</li> <li>c) The European Exchange Rate Mechanism.</li> <li>d) Options for International Monetary Reforms: Optimum Currency Areas, Currency Board Arrangements and Currency Union and Dollarization.</li> </ul>

Basic References:

- 1) Moosa, I. (2011). *International finance: An analytical approach* (3rd ed.). Tata McGraw-Hill. New Delhi, India.
- 2) Pal, R. (2022). *International economics: Theory, policy and finance* (1st ed.). Himalaya Publishing House. Mumbai, India.
- 3) Salvatore, D. (2022). *International economics* (13th ed.). Wiley. New Delhi, India.



**Continuous Evaluation**

(A)
Research Project
(B)
Class Test

**Continues Evaluation Research Project Component  
Research Project Rules and Guidelines**

**1. Topic Selection**

- Choose **one topic only** from the provided list given against your **ROLL NUMBER ONLY**.
- Change in topic will **NOT BE ALLOWED**.

**2. Project Format**

Each project must include the following sections:

<b>Section</b>	<b>Description</b>
<b>Cover Page</b>	Title, Student Name, Roll Number, Class, College, and Date
<b>Index</b>	List of sections with page numbers
<b>Introduction</b>	Brief background and significance of the topic
<b>Objectives</b>	Clearly state 2–3 aims of your research
<b>Methodology</b>	Mention how you collected data (primary/secondary), sample size, tools used
<b>Data Analysis</b>	Use tables, graphs, or charts to explain findings
<b>Interpretation</b>	Explain your results in simple terms
<b>Conclusion</b>	Summarise key insights; suggest improvements or actions
<b>References</b>	Books, articles, websites (follow proper citation style)
<b>Appendix (if any)</b>	Include survey questionnaires, raw data, etc.

**THE PROJECT REPORT MUST BE HAND WRITTEN IN THE BOOK  
LET AUTHORISED BY THE COLLEGE. USE BLUE INK.**

3. Data Collection

- Projects must be based on **real-world examples, data, or observations.**
- Data may be collected through:
  - Online research (reliable websites, economic reports, articles)
  - Small surveys (questionnaire/interview)
  - Case studies (small businesses, startups, etc.)
- Cite all sources properly.

4. Page Limit & Presentation

- **Page Count:** 15 pages (including appendices).
- Ensure **neatness, clarity, and logical flow** of ideas.
- You are free to **affix** relevant pics or draw diagrams.

**Question Paper Pattern for Semester End Examination (SEE)**

**Maximum Marks: 60**

**Duration: 2 hours.**

Note: All questions are compulsory.

			MAX.MARKS
Q.1	a)		(5)
	b)		(5)
	c)		(5)
Q.2	a)		(5)
	b)		(5)
	c)		(5)
Q.3	a)		(5)
	b)		(5)
	c)		(5)
Q.4	a)		(5)
	b)		(5)
	c)		(5)

Note sub-questions a, b and c can be on the following:

- i) Definitions
- ii) Short answers
- iii) Explanatory notes
- iv) Case lets and/or numerical problems requiring use of quantitative and/or qualitative methodology to find solutions.

@@@@@@@@@@@@

**AC  
Item No.**

**As per NEP 2020**

**Tolani College of Commerce (Autonomous)**



Knowledge is Supreme

**Title of the Course: Applied Mathematics - Differential Equations  
Semester V**

**Programmes:**

<b>Bachelor of Commerce (Management Studies)</b>
<b>Bachelor of Commerce (Accounting &amp; Finance)</b>
<b>Bachelor of Commerce (Banking &amp; Insurance)</b>
<b>Bachelor of Commerce (Financial Markets)</b>
<b>Bachelor of Science (Information Technology)</b>

**Syllabus for Four Credit Course  
From the academic year – 2026-2027**

Sr. No.	Heading	Particulars
1	<b>Description the course:</b>	<p>Differential equations are mathematical equations that describe how quantities change continuously in relation to one another. A differential equations course introduces students to the theory and techniques for solving these equations.</p> <p>Differential equations provide a challenging yet rewarding subject for students interested in applied mathematics and mathematical modeling.</p> <p>Differential equations have connections with calculus, linear algebra</p>
2	<b>Vertical:</b>	Minor
3	<b>Type:</b>	Theory / Practical
4	<b>Credit:</b>	4 credits ( 2 credit = 30 Hours for Theory and 30 Hours of Practical work in a semester )
5	<b>Hours Allotted:</b>	60 Hours
6	<b>Marks Allotted:</b>	100 Marks (60 (SE) + 40 (CE))
7	<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. Develop proficiency in solving various types of differential equations using analytical techniques, such as separation of variables</li> <li>2. To find the integrating factors, substitution, and undetermined coefficients.</li> <li>3. Interpret the solutions of differential equations in the context of the real-world phenomena being modeled.</li> <li>4. To apply the differential equations in various fields</li> </ol>
8	<b>Course Outcomes:</b>	<ol style="list-style-type: none"> <li>1. Students can classify differential equations according to their type, order, linearity, and homogeneity</li> <li>2. Students can apply differential equations to model</li> <li>3. Students can solve problems from various disciplines, including physics, engineering, biology, chemistry, economics, and environmental science.</li> <li>4. Students can correlates the differential equations with the real world problems</li> </ol>
9	<b>Modules:-</b>	<p><b>Module 1: Formation of a differential Equation (15 Hours)</b></p> <ul style="list-style-type: none"> <li>● Definition of a differential equation,</li> <li>● Formation of a differential equation</li> <li>● Find Order, and degree of a differential equation</li> <li>● Homogeneous differential equations of first order and first degree Solution of homogeneous equations</li> </ul> <p><b>Module 2. Methods to solve a differential equation (15 Hours)</b></p> <ul style="list-style-type: none"> <li>● Solving of a differential equation by Variable Separable method</li> <li>● Solution of homogeneous equations</li> <li>● Solution of Non homogeneous equations</li> </ul>

	<ul style="list-style-type: none"> <li>● Solution of Variable separable method</li> </ul>
	<b>Module 3: Methods to solve a differential equation (15 Hours)</b>
	<ul style="list-style-type: none"> <li>● General Solution and Particular Solution of a differential Equation</li> <li>● Exact differential equation,</li> <li>● Necessary and sufficient condition to be exact</li> <li>● Integrating Factor,</li> </ul>
	<b>Module 4: Methods to solve a differential equation (15 Hours)</b>
	<ul style="list-style-type: none"> <li>● Linear Equations</li> <li>● Methods to solve the linear differential equations</li> <li>● Non- linear Equations</li> <li>● Methods to solve the non - linear differential equations</li> </ul>
<b>10</b>	<b>Reference Books</b> <ul style="list-style-type: none"> <li>● Bali, N.P. Differential Equations. New Age International Publisher.</li> <li>● Raisinghania, M.D. Advanced Differential Equations. S. Chand.</li> <li>● Iyengar, T.K.V. Differential Equations &amp; Vector Calculus. S. Chand.</li> <li>● O'Regan, Donal. An Introduction to Ordinary Differential Equations. Springer.</li> </ul>
<b>11</b>	<b>Internal Continuous Assessment: 40%</b>
	<b>Semester End Examination: 60%</b>
<b>12</b>	<b>Continuous Evaluation through:</b>
<b>13</b>	<b>Format of Question Paper:</b> Q. 1 Attempt any Three (15 marks) <ul style="list-style-type: none"> <li>a.</li> <li>b.</li> <li>c.</li> <li>d.</li> </ul> Q. 2 Attempt any Three (15 marks) <ul style="list-style-type: none"> <li>a.</li> <li>b.</li> <li>c.</li> <li>d.</li> </ul> Q. 3 Attempt any Three (15 marks) <ul style="list-style-type: none"> <li>a.</li> <li>b.</li> <li>c.</li> <li>d.</li> </ul> Q. 4 Attempt any Three (15 marks) <ul style="list-style-type: none"> <li>a.</li> <li>b.</li> <li>c.</li> <li>d.</li> </ul>

### Signatures of Team Members

<b>Sr.No</b>	<b>Name</b>	<b>Signature</b>
1.	Ms. Shubha Chaubal	
2.	Ms. Priyanka Malvankar	

**AC  
Item No.**

**As per NEP 2020**

**Tolani College of Commerce (Autonomous)**



**Title of the Course: Design of Experiments  
Semester V**

**Programmes:**

<b>Bachelor of Commerce (Management Studies)</b>
<b>Bachelor of Commerce (Accounting &amp; Finance)</b>
<b>Bachelor of Commerce (Banking &amp; Insurance)</b>
<b>Bachelor of Commerce (Financial Markets)</b>
<b>Bachelor of Science (Information Technology)</b>

**Syllabus for Four Credit Course  
From the academic year – 2026-2027**

Sr. No.	Heading	Particulars
1	<b>Description the course:</b>	Design of Experiments (DOE) is a statistical methodology used to plan, conduct, analyze, and interpret controlled experiments to optimize processes, improve product quality, and reduce variability. DOE is closely connected with other courses in statistics, quality control, process improvement, and industrial engineering
2	<b>Vertical :</b>	Minor
3	<b>Type :</b>	Theory / Practical
4	<b>Credit:</b>	4 credits ( 2 credit = 30 Hours for Theory and 30 Hours of Practical work in a semester )
5	<b>Hours Allotted :</b>	60 Hours
6	<b>Marks Allotted:</b>	100 Marks (60 (SE) + 40 (CE))
7	<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Introduce students to the fundamental principles of experimental design, including randomization</li> <li>2. Students will be familiar of replication, blocking and control</li> <li>3. Familiarize students with various experimental layouts, such as completely randomized designs, randomized complete block designs</li> <li>4. To clarify between the Latin squares, and split-plot designs.</li> </ol>	
8	<b>Course Outcomes:</b> <ol style="list-style-type: none"> <li>1. Students will demonstrate a clear understanding of fundamental principles of experimental design,</li> <li>2. Expertizing students in randomization, replication, blocking, and control</li> <li>3. Students will be proficient in selecting and implementing appropriate experimental layouts</li> <li>4. Drawing of randomized designs, randomized complete block designs, Latin squares, and split-plot designs, based on experimental objectives and constraints.</li> </ol>	
9	<b>Modules:-</b> <p><b>Module 1: Analysis of Variance(15 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Introduction, Uses, One way classification with equal and unequal observations per class</li> <li>2. Two way classification with one observation per cell</li> <li>3. Mathematical model, Assumptions, Expectation of variance,</li> <li>4. Sum of squares, F test, ANOVA table</li> </ol> <p><b>Module 2: Variance of Estimator(15 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Least square estimators of parameters</li> <li>2. Variance of estimators</li> <li>3. Standard error</li> <li>4. Confidence limits</li> </ol> <p><b>Module 3: Design of Experiments(15 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Concept of Experiments, Experimental units</li> <li>2. Yield, Block, Replicate, Experimental Error</li> </ol>	

	3. Principle of design of experiments, Randomization and local control 4. Efficiency of design D1 with respect to design D2	
	<b>Module 4: Design of Experiments(RBD) (15 Hours)</b> 1. Mathematical model, Assumptions 2. Expectation of various sum of squares, F Test, ANOVA table 3. Efficiency of Randomized Block Design (RBD) relative to Completely Randomized Design (CRD) 4. Missing plot techniques for one missing observation in case of CRD, RBD, LSD	
<b>10</b>	<b>Reference Books</b>	
	Das, M.N., and N.C. Giri. <i>Design and Analysis of Experiments</i> . New Age International Pvt. Ltd, 1986. Kempthorne, Oscar. <i>Design and Analysis of Experiments</i> . John Wiley & Sons, 2000. Gupta, S.C., and V.K. Kapoor. <i>Fundamentals of Applied Statistics</i> . S. Chand & Co., 2001.	
<b>11</b>	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination : 60%</b>
<b>12</b>	<b>Continuous Evaluation through:</b>	<b>Assignments and Practical</b>
<b>13</b>	<b>Format of Question Paper:</b> Q. 1 Attempt any Three (15 marks) a. b. c. d. Q. 2 Attempt any Three (15 marks) a. b. c. d. Q. 3 Attempt any Three (15 marks) a. b. c. d. Q. 4 Attempt any Three (15 marks) a. b. c. d.	

**Signatures of Team Members**

Sr. No.	Name	Signature
1	Ms. Shubha Chaubal	
2	Ms. Priyanka Malvankar	

AC –  
Item No. –

**As Per NEP 2020**

**Tolani College of Commerce  
(Autonomous)**



**Title of the Course: Income Tax Filing Procedures**

**Programme: Bachelor of Management Studies,  
Bachelor of Commerce (Accounting & Finance),  
Bachelor of Commerce (Banking & Insurance) and  
Bachelor of Commerce (Financial Markets)**

**Semester: V**

**Syllabus for 2 Credit Course  
From the Academic Year 2025-2026**

## Name of the Course: Income Tax Filing Procedures

Sr. No.	Heading	Particulars
1	<b>Description the course:</b>	This course provides a comprehensive guide to the process, principles, and legal framework for filing Income Tax Returns (ITR). Designed for beginners and intermediate learners, it covers everything from the basics of income tax to the practical steps of preparing and submitting returns online. The course explores different ITR forms for individuals, businesses, and various types of incomes, ensuring students can accurately select and complete the correct form for diverse scenarios. Learners will gain hands-on experience with tax calculations, exemptions, and deductions, along with using official tax portals for filing returns. Topics like tax compliance, penalties for non-filing, and dealing with notices from the tax department are also covered, enabling learners to handle ITR filing confidently and responsibly.
2	<b>Vertical:</b>	VSC
3	<b>Type:</b>	Practical
4	<b>Credit:</b>	2 Credits
5	<b>Hours Allotted:</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks Continuous Evaluation: 20 Semester-End Examination: 30
7	<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. Learn to distinguish between various ITR forms and determine the correct form based on an individual's or business's income sources and taxpayer status.</li> <li>2. Understand the TDS filing process, due dates, and compliance norms, including generating TDS certificates and filing TDS returns.</li> </ol>
8	<b>Course Outcomes:</b>	<ol style="list-style-type: none"> <li>1. Learners will able to Identify and choose the correct ITR form for different taxpayer categories, ensuring compliance with filing requirements.</li> <li>2. Learners will able to calculate TDS on payments such as salary, rent, interest, and contractor payments and deduct the appropriate amount.</li> </ol>
9	<b>Module 1: Income Tax and e-Filing of ITRs</b>	<b>(15 Hours)</b>
		<ul style="list-style-type: none"> <li>• <b>Conceptual Framework-</b> Meaning of e-filing; difference between e-filing and regular filing of returns; benefits and limitations of e-filing; types of e-filing; e-filing process; relevant notifications.</li> <li>• <b>Introduction to income tax</b> – basic terminology; types of assessee; income taxable under different heads; basics of computation of total income and tax liability; deductions available from gross total income; PAN card; due date of filing of income tax return</li> <li>• <b>E-Filing Platforms and Software</b> -Introduction to Official E-Filing Portals (e.g., Income Tax E-Filing Portal, GST Portal), Overview of Popular E-Filing Software and Their Features, How to Choose the Right Platform or Software Based on Filing Needs, Data Security and Privacy in E-Filing Systems</li> </ul>

- **Types of Forms** - ITR-1, ITR-2, ITR-3, ITR-4, ITR-4S, ITR-5, ITR-6.

**Module 2: Tax Deduction at source (TDS)**

**(15 Hours)**

- **Introduction to TDS** -Basics of TDS and Its Purpose in Taxation, Overview of TDS Regulations and Compliance Importance of TDS in the Indian Tax System Key Concepts: Deductor, Deductee, and Threshold Limits
- **TDS on Various Payments**-TDS on Salary (Section 192) TDS on Interest Payments (Section 194A)TDS on Contractor Payments (Section 194C)TDS on Rent (Section 194I)TDS on Commission and Brokerage (Section 194H)TDS on Professional and Technical Services (Section 194J)Overview of Other Important Sections and Payments Covered under TDS
- **TDS Calculation and Deduction** -Understanding TDS Rates for Different Income Categories Threshold Limits and Exemptions, Calculating TDS on Salary (Including Surcharge and Cess), Practical Scenarios and Examples of TDS Calculation, Common Errors in TDS Calculation and How to Avoid Them
- **TDS Compliance and Filings TDS Return Filing**- Due Dates and Forms (24Q, 26Q, 27Q, etc.), Step-by-Step Guide to TDS Filing Process, TDS Challans (Challan ITNS 281) and Payment Procedures, Generating TDS Certificates (Form 16, 16A) for Deductees, Rectification and Correction of TDS Returns

**10 Reference Books:**

**1. Income Tax Law & Practice**

- **Authors:** V.K. Singhania, Monica Singhania
- **Publisher:** Taxmann Publications
- **Year:** Updated annually (latest edition for current assessment year)

**2.Systematic Approach to Income Tax**

- **Authors:** Dr. Girish Ahuja, Dr. Ravi Gupta
- **Publisher:** Wolters Kluwer
- **Year:** Updated annually for each assessment year

**3. Direct Taxes Law & Practice**

- **Author:** Dr. Vinod K. Singhania
- **Publisher:** Taxmann Publications
- **Year:** Annual updates, tailored for the current tax year

**4.Income Tax Ready Reckoner**

- **Authors:** R.N. Lakhotia, Subhash Lakhotia
- **Publisher:** Vision Books
- **Year:** Updated annually for quick reference on tax rules and filing

**5.Direct Tax Laws and International Taxation**

- **Authors:** T.N. Manoharan, G.R. Hari
- **Publisher:** Snow White Publications
- **Year:** New editions each year in line with tax amendments

<b>11</b>	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>	
<b>12</b>	<b>Continuous Evaluation through:</b>		
	Sub-components	Maximum Marks	Conditions for passing
	1) Assignment/Case Studies/Project/Field Visit	10	A learner must be present for each of the sub-components.
	2) MCQ Based Test	10	
Total	20		

<b>13</b>	<b>Format of Question Paper:</b>		
	<b>Semester End Examination Question Paper Pattern</b>		
	<b>Maximum Marks: 30</b>		<b>Duration: 1 Hour.</b>
	<b>All Questions are Compulsory Carrying 15 Marks each</b>		
	<b>Question No</b>	<b>Particular</b>	<b>Marks</b>
	Q-1	<b>Attempt the following:</b> a. Theory/ Practical Questions b. Theory/Practical Questions OR c. Theory/ Practical Questions d. Theory/Practical Questions	<b>08 Marks</b> <b>07 Marks</b>  <b>08 Marks</b> <b>07 Marks</b>
Q-2	<b>Attempt the following:</b> a. Theory/ Practical Questions b. Theory/Practical Questions OR c. Theory/ Practical Questions d. Theory/Practical Questions	<b>08 Marks</b> <b>07 Marks</b>  <b>08 Marks</b> <b>07 Marks</b>	
<b>Note: Questions of 7/8 marks (Practical/theory) may also be divided as 2 questions of 10/5 marks (Practical/theory) or 1 full length question (Practical/theory) of 15 marks.</b>			

**Signatures of Team Members**

<b>Sr. No</b>	<b>Name</b>	<b>Signature</b>
<b>1.</b>	Mr. Murugan Nadar	
<b>2.</b>	Mr. Mubeen Shaikh	