

AC –
Item No. –

As Per NEP 2020

**Tolani College of
Commerce
(Autonomous)**



Knowledge is Supreme

Title of the Course: Principles of Marketing

**Programme: Bachelor of Commerce (Management Studies)
Semester-II**

Syllabus for 4 credits

From the academic year 2024-2025

Name of the Course: Principles of Marketing

Sr. No.	Heading	Particulars
1	Description the course :	This course provides learners with an overview of the marketing function with an emphasis on creating value through marketing, market research, consumer behaviour, pricing strategies, marketing channels, and various methods of promotion.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7	Course Objectives:	<ol style="list-style-type: none"> 1. To understand the marketing concepts, advantages, scope and evolution of marketing. 2. To explore about the micro and macro environment and importance of marketing research, Marketing Information System and also about the importance and factors affecting consumer behaviour. 3. To enhance the learners with the concept of marketing mix, Product mix, Product Life cycle, Branding, Packaging and Promotion. 4. To familiarize the learners about segmentation, e-marketing, internet marketing and various trends of marketing.
8	Course Outcomes:	<ol style="list-style-type: none"> 1. The learners will understand the marketing concepts, advantages, scope and evolution of marketing. 2. The learners will acquire comprehensive understanding of micro and macro environment and the importance of marketing research. 3. Learners will identify the concept of marketing mix, Product mix, Product Life cycle, Branding, Packaging and Promotion. 4. Learners will familiarize in segmentation, e-marketing, internet marketing and various trends of marketing.

9	<p style="text-align: center;">Modules</p> <hr/> <p>Module 1: Introduction to Marketing (15 Hours)</p> <hr/> <ul style="list-style-type: none"> • Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function. • Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. • Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship and Holistic marketing. <hr/> <p>Module 2: Marketing Environment, Research and Consumer Behaviour (15 Hours)</p> <hr/> <ul style="list-style-type: none"> • Marketing environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis). • Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research, MIS: Meaning, features and Importance. • Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour. <hr/> <p>Module 3: Marketing Mix (15 Hours)</p> <hr/> <ul style="list-style-type: none"> • Marketing mix: Meaning –elements of Marketing Mix. Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product. • Branding: Packing and packaging – role and importance Pricing – objectives- factors influencing pricing policy and Pricing strategy. • Physical distribution: meaning – factor affecting channel selection-types of marketing channels. Promotion – meaning and significance of promotion. Promotion tools. <hr/> <p>Module 4: Segmentation, Targeting, Positioning and Trends in Marketing (15 Hours)</p> <hr/> <ul style="list-style-type: none"> • Segmentation: Meaning, Objectives, Features, Factors influencing market segmentation, advantages and Segmentation Variables. • Targeting: Meaning and Type. Positioning – meaning – strategies. • New trends in marketing: Meaning, Features, Types E-marketing, Internet marketing and marketing using social network, social marketing/ relationship marketing and Ethics in Marketing.
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10	References: <ul style="list-style-type: none"> • Kotler, Philip, and Gary Armstrong. Principles of Marketing. 19th ed., Pearson, 2023. • McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York. • Pillai R S, Bagavathi, Modern Marketing Principles and Practices, S.Chand, 2010. • Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi, 2019. • Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi. • https://opac.atmaluhur.ac.id/uploaded_files/temporary/DigitalCollection/ODljY2E4ODIyODViZjFkODgzNDUxYWZlNWFhZmY2MGE5MDc0ZDVmYWw=.pdf • https://www.zyxware.com/article/6531/5-inspiring-marketing-case-studies-from-fortune-500-companies-a-must-read-guide 											
11	Internal Continuous Assessment: 40%	Semester End Examination : 60%										
13	Continuous Evaluation through: <table border="1" data-bbox="371 793 1123 1035" 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>1)Assignment/Case Studies</td> <td>15 Marks</td> </tr> <tr> <td>2) Assignment/Presentation/ /Project</td> <td>15 Marks</td> </tr> <tr> <td>3)Objective Questions</td> <td>10 Marks</td> </tr> <tr> <td>Total</td> <td>40 Marks</td> </tr> </tbody> </table> <p><i>Note: Learner must be Present in all the three exam components of Continuous Evaluation.</i></p>		Component	Total Marks	1)Assignment/Case Studies	15 Marks	2) Assignment/Presentation/ /Project	15 Marks	3)Objective Questions	10 Marks	Total	40 Marks
Component	Total Marks											
1)Assignment/Case Studies	15 Marks											
2) Assignment/Presentation/ /Project	15 Marks											
3)Objective Questions	10 Marks											
Total	40 Marks											

12	<p>Format of Question Paper: for the final examination</p> <p style="text-align: center;">Question Paper Pattern for Semester End Examination (SEE) Maximum Marks: 60 Duration:2 Hour</p>		
	Q. No.	Particular	Marks
	Q-1	Attempt any TWO the following: (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
	Q-2	Attempt any TWO the following: (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
	Q-3	Attempt any TWO the following: (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
	Q-4	Attempt any TWO the following: (Module 4) A.Full Length Question B. Full Length Question C. Full Length Question	15 Marks
<p>Note: Any of the full length question of 7.5 Marks can be a case study.</p>			

**Signatures of Team
Members**

Sr.No	Name	Signature
1.	Ms. Shalini Clayton	
2.	Ms. Reshma Rajput	
3.	Mr. Vedant Kajbaje	
4.		
5.		

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As Per NEP 2020

**Tolani College of
Commerce
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Knowledge is Supreme

Title of the Course: Business Environment

**Programme: Bachelor of Commerce (Management Studies)
Semester-II**

Syllabus for 2 credits

From the academic year 2024-2025

Name of the Course: Business Environment

Sr. No.	Heading	Particulars
1	Description the course:	Today's environment is very dynamic and it continuously throws challenges and opportunities to business firms. To fight against these challenges and to grab the opportunities one has to be aware about the environmental factors. This course helps the learners to understand these environmental factors.
2	Vertical:	Major
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives:	<ol style="list-style-type: none">1. To identify the definable aspects of business environment within which a business has to function.2. To develop an insight so as to adapt to the changing trends of business environment.
8	Course Outcomes:	<ol style="list-style-type: none">1. Learners will be able to familiarize with the nature of business environment and its components.2. Learners will be able to apply an understanding of the different modes of engagement with markets and explore the interconnectedness between these and the economic, legal, governmental, political, regulatory, cultural and other environments in which expanding companies operate.

Modules	
Module 1: Introduction to Business Environment (15 Hours)	
<ul style="list-style-type: none"> • Overview of Business: Meaning, Nature and Scope of Business. • Business Environment: Meaning, Characteristics, Need and Components of Business Environment. • Environmental Analysis: Micro and Macro Environment, PESTLE Analysis and SWOT Analysis. • Components of the business environment: Internal environment, External environment and macro components. 	
Module 2: International Environment (15 Hours)	
<ul style="list-style-type: none"> • Globalization: Meaning, Nature and Stages of Globalization. • Multinational Corporations (MNCs): Meaning, merits and demerits of MNCs. • Foreign Direct Investment (FDI): Meaning, FDI concepts and functions. • FDI Operations in India: Globalisation, Factors influencing FDI and Challenges faced by International Business. 	

10	References									
	<ul style="list-style-type: none"> • K. Aswathappa, Essentials of Business Environment, Text and Cases, Himalaya Publishing House, 12th Edition, 2014. • Dr. C.B. Gupta, Business Environment, Sultan Chand & Sons, 12th Edition, 2022. • Dr. Nikitha et al., International Business Environment, Himalaya Publishing House. 									
11	Internal Continuous Assessment: 40%	Semester End Examination : 60%								
12	Continuous Evaluation through:									
	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Sub-components</th> <th style="text-align: center;">Maximum Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1)Assignment/Case Studies/ Presentation/ /Project</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">2)MCQ Based Test</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">Total</td> <td style="text-align: center;">20</td> </tr> </tbody> </table>		Sub-components	Maximum Marks	1)Assignment/Case Studies/ Presentation/ /Project	10	2)MCQ Based Test	10	Total	20
Sub-components	Maximum Marks									
1)Assignment/Case Studies/ Presentation/ /Project	10									
2)MCQ Based Test	10									
Total	20									
	Note: Learner must be Present in all the two exam components of Continuous Evaluation.									

Format of Question Paper:

Question Paper Pattern for Semester End Examination (SEE)
Maximum Marks: 30 **Duration:1 Hour**

Question Number	Particular	Marks
Q-1	Attempt any ONE of the following:(Module 1) A. Full Length Question B. Full Length Question	10
Q-2	Attempt any ONE of the following: (Module 2) A. Full Length Question B. Full Length Question	10
Q-3	Short Notes attempt any TWO of the following: A. (Module 1) B. (Module 1) C. (Module 2) D. (Module 2)	10

Note: Any of the short notes of 5 Marks can be a case study.

Signatures of Team Members

Sr. No	Name	Signature
1.	Ms. Reshma Rajput	
2.	Ms. Shalini Clayton	
3.	Mr. Vedant Kajbaje	
4.		
5.		

As Per NEP 2020

Tolani College of Commerce (Autonomous)

Title of the Course: Introduction to Banking & Insurance

Programme:

B.Com. (Management Studies) - Sem. II
B.Com. (Accounting & Finance) - Sem. II
B.Com. (Financial Markets) - Sem. II

Syllabus for 2 Credit Course
From the Academic Year 2024 – 2025

Name of the Course: Introduction to Banking & Insurance

Sr. No.	Heading	Particulars
1	Description of the course:	Introduction to Banking & Insurance offers a comprehensive understanding of essential financial concepts.
2	Vertical:	Minor
3	Type:	Theory
4	Credit:	2 Credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives:	1. To help learners to understand basic concepts of banking industry 2. To help learners to understand basic concepts of insurance industry
8	Course Outcomes:	1. Learners will be able to understand basic concepts of banking industry 2. Learners will be able to understand basic concepts of insurance industry
9	Modules	
	Module I: Introduction to Banking (15 Hours)	
	<ul style="list-style-type: none"> • Meaning, Definition and Types of Banks • Functions of Bank: Primary function and Secondary function • Structure of Banking System • Electronic payments: Remittance through Bank Drafts, Internet Banking, Digital Banking 	
	Module II: Introduction to Insurance (15 Hours)	
	<ul style="list-style-type: none"> • Introduction to IRDA, Meaning, Definition and Features • Importance of Insurance • Principles of Insurance • Features and Types of Insurance 	
10	Reference Books:	<ol style="list-style-type: none"> 1. Anil Kumar - "Insurance Products and Marketing in India" (2020) 2. Frederic S. Mishkin and Stanley Eakins - "Financial Markets and Institutions" (2020) 3. Kenneth Abraham - "Insurance Law and Regulation" (2019) 4. Mahesh Sinha - "Banking and Financial Institutions in India: Operations and Regulations" (2021) 5. Rajeev Ahuja - "Insurance Law in India: Cases and Materials" (2020) 6. Rakesh Kumar - "Bank Management: Theory and Practice" (2021) 7. Renuka Gera - "Introduction to Banking: Principles and Practices" (2021) 8. Sudhir Sachdeva - "Insurance Principles and Practice in India" (2019) 9. Sunil Arora - "Insurance Claims Management: Principles and Practices" (2019) 10. Tannistha Samanta - "Banking Law and Practice in India" (2020) 11. Vivek Bakshi - "Risk Management in Banking: An Indian Perspective" (2022)

Evaluation Pattern

Continuous Evaluation: 40%

Semester End Examination: 60%

The Continuous evaluation will consist of

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

Attendance Compulsory in both the above components

Semester End Examination Question Paper Pattern

Maximum Marks: 30

Duration: 01 Hour

All Questions are Compulsory Carrying 10 Marks each.

Q. No.	Particular	Marks
Q-1	Attempt any Two of the following: (Module – 1) A. Full Length Question B. Full Length Question	10 Marks
Q-2	Attempt any Two of the following: (Module – 2) A. Full Length Question B. Full Length Question	10 Marks
Q-3	Short Notes (Attempt any Two) A. Module 1 B. Module 1 C. Module 2 D. Module 2	10 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)



Knowledge is Supreme

Title of the Course: Introduction to Financial Markets

	Programmes: (Semester II)
1	B.Com in Management Studies (B.M.S)
2	B.Com in Accounting and Finance (B.A.F)
3	B.Com in Banking and Insurance (B.B.I)

Syllabus for 2 Credits

From the Academic Year: 2024-2025

Name of the Course: Introduction to Financial Markets

Sr. No.	Heading	Particulars
1	Description of the Course :	This course is aimed at the study of fundamentals of financial markets and financial instruments, the features of modern financial markets, financial instruments, regulatory agencies and their roles in the financial markets.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation : 20 Marks Semester- End : 30 Marks
7	Course Objectives: The objective of this course is to: <ol style="list-style-type: none">1. Familiarize learners with the structure and regulatory agencies of financial markets in India.2. Acquaint the learners with the operations of equity, debt, commodity, and derivative markets.	
8	Course Outcomes: After successful completion of this course a learner will be in a position to: <ol style="list-style-type: none">1. Comprehend the different types of financial markets.2. Differentiate between different types of markets players and motivated to become more financially included by participating in financial markets.	

9	Module 1: Overview of the Financial Markets (15 Hours)									
	<ul style="list-style-type: none"> • Financial Markets: Definition, functions, and types. • Role of Financial Markets: Allocation of capital, Risk management, Price discovery, Facilitating economic transactions, Mobilizing savings, Corporate governance and accountability. • Recent Trends in Financial Markets: Digitization of the financial markets, Rise of algorithmic trading, Integration of blockchain technology in financial transactions. and Emergence of fintech startups. 									
	Module 2: Equity Market and Debt Market (15 Hours)									
	<ul style="list-style-type: none"> • Equity Market: Evolution, Primary Activities – Initial Public Offer (IPO), Application Supported by Blocked Amount (ASBA), Green Shoe option, Sweat equity, ESOP, Right Shares, and Bonus Shares. • Debt Market: Evolution, Structure of Debt Market, Market Participants, Types of Debt Markets. • Recent Trends in Equity and Debt Market: Equity market- Growth of thematic investment (ETFs), Increase in Environmental, Social, and Governance (ESG) investing- Debt market-Interest rate fluctuations, Rise of green bonds and sustainable finance. 									
10	References : <ol style="list-style-type: none"> 1. Anil Agashe, Financial Services, Markets and Regulations, Himalaya Publishing House, 2010. 2. Bhole L. M., Financial Institutions & Markets, McGraw Hill, 6th edition, 2017. 3. Bhole L. M., Jitendra Mahakad, Financial Institutions and Markets: Structure Growth & Innovations, Tata McGraw Hill, 6th edition, 2017. 4. Gordon E. and Natarajan K., Financial Markets and Services, Himalaya Publishing House, 3rd edition, 2006. 5. Gupta N.K. and Monika Chopra, Financial Markets, Institutions and Services, Ane Books India Ltd., 2008. 6. M. Y. Khan, Indian Financial System, Tata McGraw Hill, 11th edition, 2019 7. Dr. S. Guruswamy, Financial Markets & Institutions, Vijay Nicole Imprints Pvt. Ltd., 2015 Vasant Desai, The Indian Financial System and Financial Market Operator, Himalaya Publishing, 2012. 									
11	Internal Continuous Assessment: 40%	Semester End Examination : 60%								
12	Continuous Evaluation through: <table border="1" data-bbox="487 1728 1240 1885" 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>1)Assignment/Case Studies</td> <td style="text-align: center;">10 Marks</td> </tr> <tr> <td>2) MCQ Based Questions</td> <td style="text-align: center;">10 Marks</td> </tr> <tr> <td>Total</td> <td style="text-align: center;">20 Marks</td> </tr> </tbody> </table> <p style="text-align: center; margin-top: 20px;"><i>Note: Learner must be Present in all the components of Continuous Evaluation.</i></p>		Component	Total Marks	1)Assignment/Case Studies	10 Marks	2) MCQ Based Questions	10 Marks	Total	20 Marks
Component	Total Marks									
1)Assignment/Case Studies	10 Marks									
2) MCQ Based Questions	10 Marks									
Total	20 Marks									

13	Format of Question Paper:		
	Question Paper Pattern for Semester End Examination (SEE)		
	Maximum Marks: 30		Duration: 1 Hour
	Question Number	Particular	Marks
	Q-1	Attempt any ONE of the following:(Module 1) A. Full Length Question B. Full Length Question	10
Q-2	Attempt any ONE of the following: (Module 2) A. Full Length Question B. Full Length Question	10	
Q-3	Short Notes attempt any TWO of the following: A. (Module 1) B. (Module 1) C. (Module 2) D. (Module 2)	10	

Signatures of Team Members

Sr.No	Name	Signature
1.	Dr. Sadhana Venkatesh	
2.	Ms.Jyoti Ghosh	
3.	Ms. Reshma Rajput	

AC –
Item No. –

As Per NEP 2020

**Tolani College of
Commerce
(Autonomous)**



Title of the Course: Object Oriented Programming

**Programme: B.Com (Accounting and Finance), B.Com(Management Studies),
B.Com(Banking and Insurance), B.Com.(Financial Markets) Semester II**

Syllabus for 2 credits

From the academic year- 2024-2025

Sr. No.	Heading	Particulars
1	Description of the course	Object-oriented programming (OOP) is a style of programming characterized by the identification of classes of object closely linked with the methods (functions) with which they are associated.
2	Vertical:	Minor
3	Type:	Theory and Practical
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation:20 Semester End Examination:30
7	Course Objectives:	<ol style="list-style-type: none"> 1. This course provides rich experience on C++ Programming, understand the concepts of C++ language and expertise in using C++ 2. To implement real-world entities like inheritance, hiding, polymorphism, etc. in programming 3. The main aim of OOPS is to bind together the data and the functions that operate on them so that no other part of the code can access this data except that function. 4. This course provides rich experience of Handling exceptions to control errors.
8	Course Outcomes:	<ol style="list-style-type: none"> 1. Learn basics of OOPS, Understand functions in C++ 2. Understand Constructor and polymorphism Concept 3. Learn the inheritance concepts, Ability to learn about error handling 4. Learn how to control errors with exception handling

9	Module1: Object Oriented Methodology,Classes, Objects and Constructors ,Destructors (15 Hours)	
	<ul style="list-style-type: none"> • Introduction of object oriented programming • Simple classes (Class Specification, Class members accessing), Defining member functions, passing object as an argument, Returning object from functions, • Friend classes, Default Constructor, Parameterized Constructor and examples, Destructors. 	
	Module2: Polymorphism, Inheritance, Exception Handling (15 Hours)	
	<ul style="list-style-type: none"> • Concept of function overloading, overloaded, operators overloading, • Introduction, understanding inheritance, Advantages provided by inheritance, • Introduction, Exception Handling Mechanism, Concept of throw & catch with example 	
10	Reference Books: <ul style="list-style-type: none"> • Author: E. Balagurusamy, Title: Object Oriented Programming with C++,Publisher: TataMcGraw Hill 9th Edition, Year: 2014 • Link: https://e-next.in/bsc-it/sem2/object-oriented-programming/ 	
12	Internal Continuous Assessment:20%	Semester End Examination:30%
13	Continuous Evaluation through:	Practical

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14 **Format of Question paper:**

Scheme of Evaluation Pattern
Table 1A: Scheme of Continuous Evaluation (CE/Practical)
Scheme of Evaluation Pattern

Sub-components	Maximum Marks	Conditions for passing
1) Practical exam	15	b) A learner must be present for each of the sub-components.
2) Journal and Viva	5	
Total	20	

Table 1B: Scheme of Semester End Examination (SEE) Evaluation
Question Paper Pattern for Semester End Examination (SEE)
Maximum Marks: 30 **Duration: 1 Hrs.**

Note: All questions are compulsory. Each question has an internal choice.

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

AC –

Item No. –

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Name of the Course: Business Economics – I (Microeconomics)

Semester II

Programmes	
1.	B.Com. in Management Studies (BMS)
2.	B.Com. in Accounting and Finance (BAF)
3.	B.Com. in Banking and Insurance (BBI)
4.	B.Com. in Financial Markets (BFM)

**Syllabus for 2 credit Course
From the academic year 2024-2025**

Name of the Course: Business Economics – I (Microeconomics)

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	To introduce students to basics of microeconomics and develop skills to use the knowledge of microeconomics in business decision making.
2	Vertical:	Minor
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 marks (20 marks CE and 30 marks SEE)
7	Course Objectives: By end of this course student should be able to: <ul style="list-style-type: none"> 5) understand the concept of elasticity of demand and its applications in managerial decision-making. 6) comprehend the meaning and importance of production and cost functions. 7) define perfect competition, monopoly, monopolistic completion, oligopoly and recognize its features and significance in the market. 	
8	Course Outcomes: Upon completion of this course students will be: <ul style="list-style-type: none"> 5) able to calculate and interpret price elasticity, income elasticity, cross elasticity, and promotional elasticity of demand, and apply these concepts to real-world managerial scenarios. 6) able to differentiate between various types of production functions and analyze short-run and long-run cost functions to make informed business decisions. 7) able to comprehend how business decisions are taken under different market conditions. 	

9	<p style="text-align: center;">Module 1: Demand, Production and Cost Analysis (15 hours)</p> <ul style="list-style-type: none"> • Demand Analysis: Elasticity of Demand (Price, Income, Cross, Promotional and its applications in managerial decision-making process) • Production Analysis: Meaning and types of production function- Production Isoquants and their properties. • Cost Analysis: Short-run and long run cost functions. <p style="text-align: center;">Module 2: Business Decisions in Competitive Markets (15 hours)</p> <ul style="list-style-type: none"> • Perfect Competition: Meaning, features, and importance. • Monopoly: Meaning, features and reasons behind rise of monopolies. • Monopolistic and Oligopoly: Meaning, features and use of concentration ratio in oligopoly.
10	<p>References:</p> <ol style="list-style-type: none"> 9) Dominick Salvatore and Siddhartha Rastogi: Managerial Economics-Principles and Worldwide Applications, Oxford University Press, 8th Edition, 2017, New Delhi. 10) Ivan Png: Managerial Economics, 5th Edition, Routledge, 2016, New Delhi. 11) N. Gregory Mankiw, Mark P. Taylor, and Andrew Ashwin: Business Economics, 1st Edition, 2013, Cengage Learning. 12) Robert Pindyck and Daniel Rubinfeld: Microeconomics, 8th Edition, Pearson, 2018, New Delhi

11	Internal Continuous Assessment: 40%	Semester End Examination: 60%	
12	Continuous Evaluation through:		
	Sub-components	Maximum Marks	Minimum Passing Marks in Each of the Sub-components
	4) Written assignment of 1000 words involving analysis of events related to the course taken from a newspaper, magazine, journal etc.	5	A learner must be present for each of the sub-components.
	5) Book review. The book selected must be approved by the teacher. A report of 1000 words must be submitted.	5	
	6) MCQ Based Test	10	
	Total	20	
13	Format of Question Paper: for the final examination		

Question Paper Pattern for Semester End Examination (SEE)

Maximum Marks: 30

Duration: 1 hour.

Note: All questions are compulsory.

Each question has an internal choice.

Question Number	Nature of Questions	Maximum Marks	From
1)	Attempt any 1 question out of the following 3:	15 marks	Module I
	a) Full length question		
	b) Three Notes (5 Marks Each)		
	c) Application/Numerical Question		
2)	Attempt any 1 question out of the following 3:	15 marks	Module II
	d) Full length question		
	e) Three Notes (5 Marks Each)		
	f) Application/Numerical Question		

Signatures of Team Members

Name	Signature
Dr. Vasudev Iyer	

ANNEXTURE IV

Title of the Course: Introduction to Calculus

Syllabus for Two credit Course-From the Academic Year-2024-2025

Name of the Course: Mathematics Minor: Semester II-Introduction to Calculus

Programmes:

Bachelor of Commerce (Management Studies)
Bachelor of Commerce (Accounting & Finance)
Bachelor of Commerce (Banking & Insurance)
Bachelor of Commerce (Financial Markets)
Bachelor of Science (Information Technology)

Sr. No.	Heading	Particulars
1	Description of the course	<p>“Introduction to Calculus” is a foundational course in mathematics that introduces students to the fundamental concepts of calculus, including limits, derivatives, and integrals. It serves as a gateway to higher-level mathematics courses and is essential for understanding various quantitative disciplines such as physics, engineering, economics, and computer science.</p> <p>Industries that heavily rely on quantitative analysis, such as finance, engineering, and data science, have a high demand for individuals proficient in calculus.</p>
2	Vertical:	Minor
3	Type:	Theory / Practical
4	Credit:	2 Credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks (20 (CE) + 30 (SE))
7	Course Objectives: 1. Students should grasp the concept of limits and be able to evaluate limits algebraically and graphically. 2. Students should be able to apply differentiation to solve problems involving optimization, related rates, and curve sketching.	

8	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Students will be able to compute limits of functions, understanding the concept of continuity and its relationship to limits. 2. Students will understand the concepts of sequences and series, including convergence tests for series, Taylor and Maclaurin series, and power series representations of functions.
9	<p>Modules:-</p>
	<p>Module 1: Real Numbers and Sequences (15 Hours)</p>
	<ul style="list-style-type: none"> ● The Algebraic and Order properties of \mathbb{R} and Well Ordering Principle ● Absolute value and Real line, Absolute Value Functions And Its Properties, Triangle Inequality, Neighborhood Of A Point On The Real Line ● Sequences and their Limits, Definition And Examples Of Sequences Of Real Numbers, Uniqueness Of Limit, Bounded Sequence, Convergent Sequence ● Monotone Sequence, Definition And Examples, Monotone Convergence theorem and examples
	<p>Module 2: Limits and Continuity (15 Hours)</p>
	<ul style="list-style-type: none"> ● Functions and their graphs, Functions, Domain, Range, Graphs representing a function numerically, Vertical line Test ● Increasing and Decreasing functions, Even And Odd Functions with their examples ● Algebra of Limits, One Sided Limit, Infinite Limit ● Continuous functions, Properties of continuous functions on an interval, Boundedness theorem, The Maximum-Minimum theorem
10	<p>Reference Books:</p> <ul style="list-style-type: none"> ● Goldberg, R.R. Methods of Real Analysis. 1976. ● Apostol, T.M. Calculus. Wiley & Sons Pvt Ltd, 1975. ● Ghorpade, J.P., and Limaye. A Course in Calculus and Real Analysis. Springer International Ltd, 2021. ● Kumar, Ajit, and Kumaresan. A Basic Course in Real Analysis. CRC Press, 2014. ● Narayan, Shanti, and Mittal. A Course in Mathematical Analysis. S. Chand and Co, 2005.

11	Internal Continuous Assessment: 40%	Semester End Examination: 60%
12	Continuous Evaluation through:	Assignments and Practical
13	Format of Question Paper: Q. 1 Attempt any Three (15 marks) a. b. c. d. Q. 2 Attempt any Three (15 marks) a. b. c. d.	

ANNEXTURE V

Syllabus for Two Credit Course- From the academic year- 2024-2025

Name of the Course: Statistics Minor: Semester II- Descriptive Statistics

Programmes

Bachelor of Commerce (Management Studies)
Bachelor of Commerce (Accounting & Finance)
Bachelor of Commerce (Banking & Insurance)
Bachelor of Commerce (Financial Markets,
Bachelor of Science (Information Technology)

Sr. No.	Heading	Particulars
1	Description of the course:	<p>Descriptive statistics is a branch of statistics that involves summarizing and describing data. It focuses on organizing, presenting, and analyzing data sets to uncover patterns, trends, and relationships</p> <p>Descriptive statistics helps in summarizing large amounts of data into manageable and interpretable forms, facilitating data exploration and communication</p> <p>Graduates with expertise in descriptive statistics have various career opportunities in industries such as market research, data analysis, business intelligence, healthcare, finance, and consulting.</p>
2	Vertical :	Minor
3	Type :	Theory / Practical
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks (20 (CE) + 30 (SE))
7	Course Objectives:	<ol style="list-style-type: none">1. Learn techniques for collecting, organizing, and summarizing data, including methods for data entry, coding, and tabulation2. Understand and compute measures of central tendency, including the mean, median, and mode, to describe the central or typical value of a data set

8	<p>Course Outcomes:</p> <ol style="list-style-type: none"> Students will be able to collect, organize, and summarize data effectively using appropriate methods and techniques Students will be proficient in calculating and interpreting measures of central tendency, including the mean, median, and mode, to describe the typical value of a data set 	
9	<p>Modules:-</p> <p>Module 1: Statistical Survey (15 Hours)</p> <ul style="list-style-type: none"> Introduction, Population , Population Unit, Sample, Sample unit, Parameters and Statistic, Estimators Standard Error, Mean Square Error, Census Survey and Sample Survey Steps in conducting the Statistical Survey, Personal Survey, Telephonic Survey, Internet Survey And Designing Appropriate Questionnaire Types of Questions, Structured, Closed-Ended, Unstructured and Open Ended <p>Module 2: Data Collection and Sampling (15 Hours)</p> <ul style="list-style-type: none"> Types Of Data, Primary and Secondary Data and Methods of Primary Data Collection Concept Of Sampling, Sampling with and without Replacement and Lottery Method Simple Random Sampling, Estimation Of Population Mean And Variance Stratified Sampling, Need Of Stratified Sampling, Advantages Of Stratified Sampling, Expectation and Variance 	
10	<p>Reference Books</p> <ul style="list-style-type: none"> Murthy, M.N. Sampling Theory and Methods. Statistical Publishing Society, 1967. Sukhatme, P.V., and B.V. Sukhatme. Sampling Theory of Surveys with Applications. Iowa State University Press, 1967. Singh, D., and F.S. Chaudhary. Theory and Analysis of Sample Survey Designs. Wiley Eastern Ltd, 1986. 	
11	Internal Continuous Assessment: 40%	Semester End Examination : 60%
12	Continuous Evaluation through:	Assignment and Practical
13	<p>Format of Question Paper:</p> <p>Q. 1 Attempt any Three (15 marks)</p> <ol style="list-style-type: none"> <p>Q. 2 Attempt any Three (15 marks)</p> <ol style="list-style-type: none"> 	

Item No. –
AC –

As Per NEP 2020

**Tolani College of Commerce
(Autonomous)**



Title of the Course: Introduction to Financial Accounting

Programme: Bachelor of Commerce (Management Studies)

**Semester: II
Syllabus for 2 Credit Course
from the Academic Year 2026-2027**

Name of the Course: Introduction to Financial Accounting

Sr. No.	Heading	Particulars
1	Description the course:	This course covers key topics in Accounting Standards and delves into inventory valuation methods. The course also provides a basic understanding of International Financial Reporting Standards and presentation of financial statements of a manufacturing concern.
2	Vertical:	Minor
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. understand the importance of transparent financial reporting and the different methods of inventory valuation. 2. understand the principles, concepts and objectives of International Financial Reporting Standards (IFRS) and preparation of final accounts of a manufacturing concern. 	
8	Course Outcomes: After completion of the course the learners will be able to: <ol style="list-style-type: none"> 1. explain the relevance of Accounting Standards (AS-1, AS-2 and AS-9) in preparation and presentation of financial statements and calculate the value of inventory using First In First Out and Weighted Average methods. 2. explain the structure, content and relevance of IFRS framework and also prepare final accounts of a manufacturer considering typical transactions relating to a manufacturing concern. 	

9 Module 1: Accounting Standard issued by ICAI and Inventory Valuation (15 hours)

1. Accounting Standards

- Concepts, benefits and procedures for issue of accounting standards
- AS-1: Disclosure of accounting policies
Purpose, areas of policies, disclosure of policies and changes in policies
- AS-2: Valuation of inventories
Meaning, applicability and disclosure in final accounts
- AS-9: Revenue Recognition
Meaning and scope, sale of goods and rendering of services

2. Inventory Valuation

- Meaning of Inventories cost of inventory valuation, periodic Inventory system and perpetual inventory system valuation.
- Meaning and Importance of First In First Out (FIFO) and Weighted Average Method.
- Computation of valuation of inventory as on balance sheet date.

Module 2: Introduction to International Financial Reporting Standards (IFRS) and Final Accounts of Manufacturing concerns (15 Hours)

1. International Financial Reporting Standards (IFRS)

- Meaning and Scope
- Need for convergence
- Structure and objectives of IFRS
- Standard IFRS requirements

2. Final Accounts of Manufacturing concerns

- Classification of receipts and expenditure: Revenue and Capital
- Format, adjustment entries and practical problems on Final Accounts of Manufacturing Concerns

10	<p>Reference Books:</p> <ol style="list-style-type: none"> Ahmed, Naseem, Ashok Sharma, and Rajendra Kumar. Corporate Accounting. Delhi. ANE&#39; S Book Pvt. Ltd, 2013. Dr. Bansal KM. Corporate Accounting 1st ed Delhi. Tan Print Pvt. Ltd, 2017. Goyal, Bhushan Kumar. Fundamental of Corporate Accountancy: Volume I, Delhi. International Book House Pvt. Ltd, 2013. Gupta, M. P. Grewal&#39; s Accounting. 1st ed., 1993, New Delhi S. Chand and Company Ltd, Revised ed 2002. Dr. Maheshwari, S. N. Advanced Accountancy. Revised ed., Daryaganj, New Delhi Sultan Chand and Sons, 2007. Dr. Maheshwari, S. N. Advanced Accountancy, Volume I. 9th ed., Vikas Publishing House Pvt. Ltd., 2018. Maheshwari, S.N. and S.K. Maheshwari. Corporate Accounting 5th ed, Delhi Vikas Publishing House Pvt Ltd, 2018. Dr. Sehgal, Ashok, and Dr. Deepak Sehgal. Advanced Financial Accountancy. 6th ed., Delhi Taxmann Allied Services, 2016. Tulsian, P.C. Corporate Accounting. 5th ed, New Delhi, McGraw-Hill Publishing Company Pvt. Ltd, 2007. 											
11	Internal Continuous Assessment: 40%	Semester End Examination : 60%										
12	<p>Continuous Evaluation through:</p> <table border="1" data-bbox="289 1171 1224 1665"> <thead> <tr> <th data-bbox="289 1171 797 1293">Sub-components</th> <th data-bbox="797 1171 984 1293">Maximum Marks</th> <th data-bbox="984 1171 1224 1293">Conditions for passing</th> </tr> </thead> <tbody> <tr> <td data-bbox="289 1293 797 1503">1) Assignment/Case Studies/ Presentation/ Book Review/ Assignment/ Viva Voce/ Report Writing/ Quiz after participation in a Webinar/ Workshop/ Seminar</td> <td data-bbox="797 1293 984 1503">10</td> <td data-bbox="984 1293 1224 1503" rowspan="3">A learner must be present for each of the sub-components</td> </tr> <tr> <td data-bbox="289 1503 797 1587">2) Class Test</td> <td data-bbox="797 1503 984 1587">10</td> </tr> <tr> <td data-bbox="289 1587 797 1665">Total</td> <td data-bbox="797 1587 984 1665">20</td> </tr> </tbody> </table>	Sub-components	Maximum Marks	Conditions for passing	1) Assignment/Case Studies/ Presentation/ Book Review/ Assignment/ Viva Voce/ Report Writing/ Quiz after participation in a Webinar/ Workshop/ Seminar	10	A learner must be present for each of the sub-components	2) Class Test	10	Total	20	
Sub-components	Maximum Marks	Conditions for passing										
1) Assignment/Case Studies/ Presentation/ Book Review/ Assignment/ Viva Voce/ Report Writing/ Quiz after participation in a Webinar/ Workshop/ Seminar	10	A learner must be present for each of the sub-components										
2) Class Test	10											
Total	20											

13	Format of Question Paper:	
	Semester End Examination Question Paper Pattern	
	Maximum Marks: 30	Duration: 1 Hour
	All Questions are Compulsory Carrying 15 Marks each.	
	Question No	Particular
Q-1	Attempt the following: a. Full Length Practical Question OR b. Theory/ Practical Questions c. Theory/Practical Questions	
Q-2	Attempt the following: a. Full Length Practical Question OR b. Theory/ Practical Questions c. Theory/Practical Questions	
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.		

Signatures of Team Members

Sr. No.	Name	Signature
1.	Mr. Murugan Nadar	
2.	Ms. Shweta Ghule	

AC
ITEM NO

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Knowledge is Supreme

**Title of the Course: Fraud Detection: Investigation and Prevention
Programmes: Bachelor of Commerce (Management Studies)/Bachelor of
Commerce (Accounting and Finance)/Bachelor of Commerce (Banking
and Insurance)/Bachelor of Commerce (Financial Markets)/ Bachelor of
Science (Information Technology)**

Semester: II

**Syllabus for 4 Credit Course
From the academic year: 2024-2025**

Name of the Course: Fraud Detection: Investigation and Prevention

Sr. No.	Heading	Particulars
1	Description of the course:	<p>Any organization's ability to succeed and endure depends on its robust governance framework, culture of compliance, internal controls, and associated systems and procedures. The board of directors and senior management provide strategic direction to an organization in order to help it achieve its goals, which include maximising stakeholders' wealth. Employers and other resources are necessary for organizations to meet their targets and goals. The staff members belong to distinct tiers of the hierarchy, including upper, medium, and lower management. In order to manage the business's operations, these staff members must adhere to policies and procedures and be given a variety of physical resources. There may be fraudsters or crooks among the staff as well as outside the corporation who take advantage of the resources of the company. These actions are regarded as fraudulent.</p> <p>The goal of fraud investigations is to determine what actions were taken, by whom, and how. Not only is there a chance of not being able to recover losses if an inquiry is done poorly. There's also a chance of fines, legal bills, and reputational harm. Fraud investigations are comprehensive, quick, accurate, and compliant when these skills and information are applied.</p>
2	Vertical:	Open Elective
3	Type:	Theory
4	Credit:	4 Credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks Continuous Evaluation: 40 Semester-End: 60
7	Learning Objectives	<ul style="list-style-type: none"> • Gain relevant knowledge regarding fraud, including its types, fraudsters, detection, cost, deterrence, and investigation methods • Learn what constitutes fraud and become familiar with instances of it, such as payroll fraud, false invoicing, and theft of property, inventory, or cash.

	<ul style="list-style-type: none"> • Acquire knowledge of the many essential ideas surrounding the process of investigating fraud and fraud detection. • The numerous methods employed in the inquiry and making aware of every step of the fraud investigation process.
8	<p>Learning Outcomes Enables the learners to</p> <ul style="list-style-type: none"> • Acquire relevant knowledge about organizational fraud detection as well as fraud investigation. • Understand fraud, types of frauds, fraud deterrence, • Understand fraud detection, fraud investigations process. • Understand fraud investigation conclusion, and fraud investigation reporting.

9	<p>Syllabus</p>
	<p>Module.1. Understanding Fraud, Fraudsters (15 Hours)</p> <ul style="list-style-type: none"> • What is Fraud? • What is the Scale of the Problem? • Why Does it Matter to Understand Fraudsters? • The Fraud Triangle – The Key Behavioral Mode • Motives of Fraudsters – Bringing the Fraud • Triangle Up to Date
	<p>Module.2. Fraudulent Behavior and Types of Fraud (15 Hours)</p> <ul style="list-style-type: none"> • Fraudulent behaviour • Classification of Fraudsters • Profile of a Fraudster • Motives of Fraudsters – The Business • Perspective • Types of Fraud
	<p>Module.3. Fraud Identification and Detection (15 Marks)</p> <ul style="list-style-type: none"> • The Deterrence Factor • Fraud Detection • Methods of Fraud Detection • Fraud Indicators • The Role of Internal Audit and External Audit • The Fraud Investigation Process
	<p>Module.4. Fraud Investigation Process and Techniques (15 Hours)</p> <ul style="list-style-type: none"> • The Fraud Investigation Process • Handling Initial Allegations or Indicia for Fraud • Designing and Planning of the Fraud • Investigation and Gathering of Evidence • Evidence Review

	<ul style="list-style-type: none"> Fraud Investigation and Investigative Tools 															
10	References <ol style="list-style-type: none"> CA Virendra K. Pamecha. How To Detect & Investigate - Financial Frauds & Accounting Gimmicks Along with Professional Opportunities in Fraud Avoidance & Investigation published by Xcess Infostore Private Limited. ISBN-13 978-8194522188. Charles E. Piper. Contract and Procurement Fraud Investigation Guidebook published by Routledge Taylor and Francis Group. ISBN-13 978-1138044982. Stamler Rodney T., Marschdorf Hans J and Possamai Mario. Fraud Prevention and Detection published by Taylor & Francis Ltd. ISBN: 9780367867324, 9780367867324. Sunder Gee. Fraud and Fraud Detection: A Data Analytics Approach by. Published by Wiley Online Library. Print ISBN:9781118779651 Online ISBN:9781118936764. 															
11	Internal Continuous Assessment: 40%	Semester End Examination: 60%														
12	Continuous Evaluation through: <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Sub-components</th> <th style="width: 20%;">Maximum Marks</th> <th style="width: 40%;">Conditions for passing</th> </tr> </thead> <tbody> <tr> <td>1) 1st Project/ Report work</td> <td style="text-align: center;">10</td> <td rowspan="5" style="vertical-align: top;">a) A learner must be present for each of the sub-components.</td> </tr> <tr> <td>2) 2nd Project/ Report work</td> <td style="text-align: center;">10</td> </tr> <tr> <td>3) Case Study analyses in the classroom</td> <td style="text-align: center;">10</td> </tr> <tr> <td>4) 10 Objective Questions (1 MCQ of 1 mark each)</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">Total</td> <td style="text-align: center;">40</td> </tr> </tbody> </table>		Sub-components	Maximum Marks	Conditions for passing	1) 1 st Project/ Report work	10	a) A learner must be present for each of the sub-components.	2) 2 nd Project/ Report work	10	3) Case Study analyses in the classroom	10	4) 10 Objective Questions (1 MCQ of 1 mark each)	10	Total	40
Sub-components	Maximum Marks	Conditions for passing														
1) 1 st Project/ Report work	10	a) A learner must be present for each of the sub-components.														
2) 2 nd Project/ Report work	10															
3) Case Study analyses in the classroom	10															
4) 10 Objective Questions (1 MCQ of 1 mark each)	10															
Total	40															
13	Format of question paper Maximum Marks: 60 Duration: 2 Hour. All Questions are Compulsory Carrying 15 Marks each. <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr style="background-color: #f4a460;"> <th style="width: 15%;">Question No</th> <th style="width: 65%;">Particular</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Q-1</td> <td> (From Module I) a. Theory (08 Marks) b. Theory (07 Marks) <p style="text-align: center;">OR</p> c. Theory (08 Marks) d. Theory (07 Marks) </td> <td style="text-align: center; vertical-align: middle;">15 Marks</td> </tr> <tr> <td style="text-align: center;">Q-2</td> <td> (From Module II) a. Theory (08 Marks) b. Theory (07 Marks) <p style="text-align: center;">OR</p> c. Theory (08 Marks) d. Theory (07 Marks) </td> <td style="text-align: center; vertical-align: middle;">15 Marks</td> </tr> <tr> <td style="text-align: center;">Q-3</td> <td> (From Module III) a. Theory (08 Marks) b. Theory (07 Marks) <p style="text-align: center;">OR</p> c. Theory (08 Marks) d. Theory (07 Marks) </td> <td style="text-align: center; vertical-align: middle;">15 Marks</td> </tr> </tbody> </table>		Question No	Particular	Marks	Q-1	(From Module I) a. Theory (08 Marks) b. Theory (07 Marks) <p style="text-align: center;">OR</p> c. Theory (08 Marks) d. Theory (07 Marks)	15 Marks	Q-2	(From Module II) a. Theory (08 Marks) b. Theory (07 Marks) <p style="text-align: center;">OR</p> c. Theory (08 Marks) d. Theory (07 Marks)	15 Marks	Q-3	(From Module III) a. Theory (08 Marks) b. Theory (07 Marks) <p style="text-align: center;">OR</p> c. Theory (08 Marks) d. Theory (07 Marks)	15 Marks		
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Q-1	(From Module I) a. Theory (08 Marks) b. Theory (07 Marks) <p style="text-align: center;">OR</p> c. Theory (08 Marks) d. Theory (07 Marks)	15 Marks														
Q-2	(From Module II) a. Theory (08 Marks) b. Theory (07 Marks) <p style="text-align: center;">OR</p> c. Theory (08 Marks) d. Theory (07 Marks)	15 Marks														
Q-3	(From Module III) a. Theory (08 Marks) b. Theory (07 Marks) <p style="text-align: center;">OR</p> c. Theory (08 Marks) d. Theory (07 Marks)	15 Marks														

	Q-4	(From Module IV)		
		a. Theory	(08 Marks)	
		b. Theory	(07 Marks)	15 Marks
		OR		
		c. Theory	(08 Marks)	
		d. Theory	(07 Marks)	

Signature/s of Team Member/s

Sr.No	Name	Signature
1.	Dr. Hema Mehta	

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Knowledge is Supreme

Title of the Course: Wonders of the Living World- II (Animals)

Name of the Programmes:

1. Bachelor of Commerce (Management Studies)
2. Bachelor of Commerce (Accountancy & Finance)
3. Bachelor of Commerce (Banking & Insurance)
4. Bachelor of Commerce (Financial Markets)
5. Bachelor of Science (Information Technology)

Semester II

Syllabus for 4 Credit Course

From the academic year- 2024-2025

Name of the Course: Wonder of the Living World- II (Animals)

Sr. No.	Heading	Particulars
1	Description the course:	The course is an introductory to the world of animals. It the offer insights into the evolution, classification as well as behavior of animals. It also discusses the role of animals in ecosystem.
2	Vertical:	Open Electives
3	Type:	Theory
4	Credit:	4 credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7	Course Objectives: By end of this course learners should be: <ol style="list-style-type: none"> 1. introduced to the world of animals 2. able to understand the behavior traits of animals 3. able to understand adaptations in animals 4. able to understand the role of animals in environment 	
8	Course Outcomes: The learners shall be able to: <ol style="list-style-type: none"> 1. Understand the evolution of animals 2. appreciate the intelligence in animals 3. appreciate the survival instincts in animals 4. appreciate the role of animals as indicator species 	

9	<p>Module 1: Introduction to the world of animals (15 Hours)</p> <ol style="list-style-type: none"> Know the animals: Definition, Characteristics, Evolution Animal Classification: Seven Phylum; Class-level classification of Phylum Chordata; Concept of Genus and species Animal Procreation: Need for procreation; Sexual and Asexual reproduction, Vivipary and Ovipary <p>Module 2: Animal behaviour (15 Hours)</p> <ol style="list-style-type: none"> Courtship: Definition; Forms/ Types of courtship behaviours- Songs, Plumages, Display of body part, Ornamentation, Structures Animal migration: Definition; Reasons for migration; Cues for migration; Migration Corridors; Animal Architecture: Definition; Reasons for building shelter- Resting, Nesting, Social animal like ants, termites, bees and wasp <p>Module 3: Adaptations in animals (15 Hours)</p> <ol style="list-style-type: none"> Adaptations for extreme conditions: Heat and Cold; Depth, Speed, Flight, Swimming Camouflage: Definition; Need for camouflage; Types of camouflage- concealing coloration, disruptive coloration, disguise and mimicry Specialised adaptation: Echolocation, Electric discharge, Sensory organs, Magnetic sense <p>Module 4: Role of animals (15 Hours)</p> <ol style="list-style-type: none"> Animal associations: Definition; Types- Symbiosis, Parasitism, Mutualism, Competition, Commensalism, Predation Animal as indicators: Water quality; Climate change, Environmental degradation Animal biogeography: Definition; Concept of biomes; Endemic, Native and Invasive animals
10	<p>Reference Books:</p> <ol style="list-style-type: none"> Alcock J. 2013. Animal Behaviour, Sinauer Associate Inc., USA. Barnes R. S. K. - The Diversity of Living Organisms; Blackwell Science Chaki K C; Kundu G & Sarkar S. - Introduction to General Zoology (Vol. 1), NCBA, Kolkata Chattopadhyay S. 2012. Life: Evolution, Adaptation, Ethology. 3rd Edn. Books and Allied, Kolkata. Cunningham, W.P., Cooper, T.H., Gorhani, E and Hepworth, M.T. 2001. Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p. Darlington PJ. The Geographical Distribution of Animals, R.E. Krieger Pub Co Drickamer LC, Vessey SH. 2001. Animal Behaviour. McGraw-Hill Dujatkin LA. 2014. Principles of Animal Behaviour. 3rd Edn. W.W.Norton and Co. Freedman B. 1989. Environmental Ecology. Academic press, Inc Hyman LH. 1951. The Invertebrates (Vol-I). Mc.Graw Hill Book Company. Jordan EL, Verma PS. 2006. Invertebrate Zoology. S. Chand & Com. New Delhi. Sinha KS, Adhikari S, Ganguly BB. 2001. Biology of Animals. Vol. II. NCBA Young JZ. 2004. The Life of Vertebrates. III Edition. Oxford University press

11	Other Readings: <ol style="list-style-type: none">1. Erach Bharucha. 2005. Text book of Environmental Studies for undergraduate courses, University Grants Commission, New Delhi2. https://www.sciencedirect.com/science/article/pii/S09609822210135063. https://www.smithsonianmag.com/science-nature/the-top-10-greatest-survivors-of-evolution-118143319/4. https://www.newscientist.com/article/dn17453-timeline-the-evolution-of-life/
12	Websites: <ol style="list-style-type: none">1. https://education.nationalgeographic.org/resource/migration/2. https://education.nationalgeographic.org/resource/natures-most-impressive-animal-migrations/3. https://www.nature.com/scitable/knowledge/library/animal-migration-13259533/4. https://zsi.gov.in/5. https://wii.gov.in/6. https://naturalhistory.si.edu/education/teaching-resources/life-science/explore-animal-adaptations7. https://www.audubon.org/8. https://sci.waikato.ac.nz/evolution/AnimalEvolution.shtml9. https://naturalhistory.si.edu/education/teaching-resources/life-science/early-life-earth-animal-origins10. https://www.sciencefocus.com/nature/animal-architects

13	Internal Continuous Assessment: 40%	Semester End Examination : 60%																												
14	Continuous Evaluation through:	1. Fieldwork-based project work and report or assignment or presentation or report-writing or article/ book review or topic-based activity	15 marks																											
		2. Fieldwork-based project work and report or assignment or presentation or report-writing or article/ book review or topic-based activity	15 marks																											
		3. MCQ Based Test	10 marks																											
		Total	40 marks																											
15	Format of Question Paper:																													
		<table border="1"> <thead> <tr> <th>Question Number</th> <th>Nature of Questions</th> <th>Maximum Marks</th> </tr> </thead> <tbody> <tr> <td rowspan="4">1)</td> <td>Attempt any THREE of the following: (From Module I)</td> <td rowspan="4">15</td> </tr> <tr> <td>A.</td> </tr> <tr> <td>B.</td> </tr> <tr> <td>C.</td> </tr> <tr> <td rowspan="4">2)</td> <td>Attempt any THREE of the following: (From Module II)</td> <td rowspan="4">15</td> </tr> <tr> <td>A.</td> </tr> <tr> <td>B.</td> </tr> <tr> <td>C.</td> </tr> <tr> <td rowspan="4">3)</td> <td>Attempt any THREE of the following: (From Module III)</td> <td rowspan="4">15</td> </tr> <tr> <td>A.</td> </tr> <tr> <td>B.</td> </tr> <tr> <td>C.</td> </tr> <tr> <td rowspan="4">4)</td> <td>Attempt any THREE of the following: (From Module IV)</td> <td rowspan="4">15</td> </tr> <tr> <td>A.</td> </tr> <tr> <td>B.</td> </tr> <tr> <td>C.</td> </tr> </tbody> </table>	Question Number	Nature of Questions	Maximum Marks	1)	Attempt any THREE of the following: (From Module I)	15	A.	B.	C.	2)	Attempt any THREE of the following: (From Module II)	15	A.	B.	C.	3)	Attempt any THREE of the following: (From Module III)	15	A.	B.	C.	4)	Attempt any THREE of the following: (From Module IV)	15	A.	B.	C.	
Question Number	Nature of Questions	Maximum Marks																												
1)	Attempt any THREE of the following: (From Module I)	15																												
	A.																													
	B.																													
	C.																													
2)	Attempt any THREE of the following: (From Module II)	15																												
	A.																													
	B.																													
	C.																													
3)	Attempt any THREE of the following: (From Module III)	15																												
	A.																													
	B.																													
	C.																													
4)	Attempt any THREE of the following: (From Module IV)	15																												
	A.																													
	B.																													
	C.																													

Signatures of Team Members

Sr.No	Name	Signature
1.	Mr. Kaustubh Bhagat	

AC –

Item No. –

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Title of the Course: Introduction to Modern American Literature (Semester II)

Programmes:

Bachelor of Commerce (Management Studies)
Bachelor of Accounting and Finance
Bachelor of Banking and Insurance
Bachelor of Financial Markets
Bachelor of Science (Information Technology)

Syllabus for 4 Credit Course from the Academic Year 2024-2025

Name of the Course: Introduction to Modern American Literature

Sr. No.	Heading	Particulars
1	Description of the course : Including but not limited to :	This course immerses students in Modern American Literature, acquainting them with pivotal works of the era. Building skills in identifying, understanding, and analysing written works of American authors.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks Continuous Evaluation 40 marks and Semester End Examination 60 marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To recognize and define basic literary terms employed in modern American literature 2. To understand key literary concepts and interpret American literary works. 3. To explore literary works in American literature, and understand literary evolution. 4. To foster an appreciation for reading as a pleasurable and enriching activity. 	
8	Course Outcomes: <ol style="list-style-type: none"> 1. Ability to recognize and articulate basic literary terms commonly used in Modern American literature, enabling effective engagement with literary texts. 2. Understand fundamental literary concepts and increase comprehension. 3. Develop an awareness of the evolution of American literature 4. Ability to engage in conversation through sustainable reading habits. 	

9	<p>Module 1: Introduction to Modern American Literature (15 Hours)</p>
	<p>Introduction to Literature and Literary Terms:</p> <ul style="list-style-type: none"> ▶ Key concepts and literary terms in Modern American Literature. ▶ Characteristics of modernism in American literature. ▶ Basic literary terms relevant to the understanding of American literature.
	<p>Module 2: Early 20th Century and the Jazz Age (15 Hours)</p>
	<p>Exploring Cultural Dynamism</p> <ul style="list-style-type: none"> ▶ Overview of the cultural and literary landscape of the early 20th century ▶ F Scott Fitzgerald's "The Great Gatsby" ▶ Harper Lee's "To Kill a Mockingbird"
	<p>Module 3: Post-War Realities: Reflections in American Fiction & Drama (15 Hours)</p>
	<p>Post-War Fiction and Drama:</p> <ul style="list-style-type: none"> ▶ Overview: Understand the shifts in American literature post-World War II. ▶ J.D. Salinger's "The Catcher in the Rye". ▶ Arthur Miller's "Death of a Salesman".
	<p>Module 4: Trends and Voices in Modern American Literature (15 Hours)</p>
	<p>Contemporary Literature:</p> <ul style="list-style-type: none"> ▶ Evolving Narratives in a Shifting World ▶ Mario Puzo's "The Godfather" ▶ Stephen King "The Shining"
10	<p>Secondary Reading List:</p> <ul style="list-style-type: none"> ● "The Adventures of Tom Sawyer" by Mark Twain ● "Gone with the Wind" by Margaret Mitchell ● "Moby-Dick" by Herman Melville ● "The Bell Jar" by Sylvia Plath ● "The Fault in Our Stars" by John Green ● "If Tomorrow Comes" by Sidney Sheldon ● "Eat, Pray, Love" by Elizabeth Gilbert ● "I Know Why the Caged Bird Sings" by Maya Angelou ● "Dracula" by Bram Stoker ● "The Perks of Being a Wallflower" by Stephen Chbosky ● "The Handmaid's Tale" by Margaret Atwood ● "A Game of Thrones" by George R.R. Martin ● Sidney Sheldon's "Master of the Game"

11	Internal Continuous Assessment: 40%	Semester End Examination: 60%	
12	Continuous Evaluation through: (40 marks)	1) Class Plays, Readers Discussion, Critical Analysis Essay, Book Review (30 marks) 2) MCQ Based Test (10 marks)	A learner must be present for each of the sub-components
13	Format of SEE Question Paper: (60 marks)		
	Question No.	Nature of Question	Maximum Marks
	Q-1	Answer in Detail: (attempt any 3 of 4) a) b) c) d)	15 Marks
	Q-2	Answer in Detail: (attempt any 3 of 4) a) b) c) d)	15 Marks
	Q-3	Answer in Detail: (attempt any 3 of 4) a) b) c) d)	15 Marks
Q-4	Answer in Detail: (attempt any 3 of 4) a) b) c) d)	15 Marks	

Signatures of Team Members

Sr.No.	Name	Signature
1.	Ms. Amrita Nambiar	
2.	Ms. Jacinta Ashita Tigga	

AC –
Item No. –

As Per NEP 2020

**Tolani College of
Commerce
(Autonomous)**



Knowledge is Supreme

Title of the Course: Retail Management

**Programme: Bachelor of Commerce (Management Studies)
Semester-II**

Syllabus for 2 credits

From the academic year 2024-2025

Name of the Course: Retail Management

Ref

Sr. No.	Heading	Particulars
1	Description the course:	The primary objective of the course is to have learners develop marketing competencies in retailing and retail consulting. The course is designed to prepare learners for positions in the retail sector or positions in the retail divisions of consulting companies. The learners through course will understand how a retail business works; the core issues and challenges involved; the key terms and terminologies associated and an appreciation of Indian retail sector.
2	Vertical:	Vocational Skill Course
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives:	<ol style="list-style-type: none">1. To familiarize the learner about the practical understanding of the retail sector covering crucial areas like retail buying, category management, retail store operations and customer marketing.2. To make learners understand the basics of retail, retail store operations, performance matrices, designing market, promotional strategies with focus on FDI.
8	Course Outcomes:	At the successful completion of this certificate course, learners will be able to: <ol style="list-style-type: none">1. Understand the organised retail sector and its operations.2. Understand the various strategies involved with the retail sector and how to deal with customers along with their needs to sustain in the market.

9	Modules	
	Module 1: Retail Management- An Overview (15 Hours)	
	<ul style="list-style-type: none"> • Retail Management: Introduction and Meaning, Factors Influencing Retail Management and Scope of Retail Management and Factors Responsible for the Growth of Organized Retail in India • Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations, Emerging Trends in Retailing: Foreign Direct Investment in Retailing and Franchising: Meaning, Types and Advantages and Limitations and Franchising in India. • Retail Pricing: Meaning, Considerations in Setting Retail Pricing and Pricing Strategies. 	
	Module 2: Retail Strategy, Store Operations and Store Design Layout (15 Hours)	
	<ul style="list-style-type: none"> • Retail Strategy: Meaning, Steps in Developing Retail Strategy, Retail Value Chain, Retail Store Operations: Meaning, Responsibilities of Store Manager and the 5 S's of Retail Operations (Systems, Standards, Stock, Space, Staff). • Store Design: Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics and Store Layout- Meaning, Types: Grid, Racetrack and Free Form. • Visual Merchandising: Meaning, Significance, Tools used for Visual Merchandising Display- Meaning, Methods of Display, Errors in Creating Display. 	

10	References:	
	<ul style="list-style-type: none"> • Michael Levy & Barton A Weitz, “Retailing Management”, Tata Mc Graw Hill • Gibson G. Vedamani, “Retail Management- Functional Principles and Practices”, Jaico Publishing House, Mumbai. • Kishore Biyani, “It Happens in India”,& “ The Wall Mart Story” • Dr. RamKishen Y. “International Retail Marketing Strategies”, Jaico Publishing House, Mumbai • Fernie, John, Suzanne Fernie, and Christopher Moore, Principles of Retailing. 2nd ed., Routledge, 2015. 	
11	Internal Continuous Assessment: 40%	Semester End Examination: 60%

**Signatures of Team
Members**

Sr.No	Name	Signature
1.	Ms. Reshma Rajput	
2.	Ms. Shalini Clayton	
3.	Mr. Vedant Kajbaje	
4.		
5.		

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Knowledge is Supreme

Title of the Course: Foundation Course- II

Name of the Programmes:

1. Bachelor of Commerce
2. Bachelor of Commerce (Management Studies)
3. Bachelor of Commerce (Accountancy & Finance)
4. Bachelor of Commerce (Banking & Insurance)
5. Bachelor of Commerce (Financial Markets)

Semester II

Syllabus for 2 Credit Course

From the academic year- 2024-2025

Name of the Course: Foundation Course- II

Sr. No.	Heading	Particulars
1	Description the course:	The comprehensive course is designed to equip participants with the essential knowledge and skills needed to excel in competitive exams. It focuses not only on the academic aspects but also emphasises the development of crucial soft skills that play a pivotal role in achieving success in various competitive arenas. The nature of the course provides learners with a good foundation in both the academic knowledge and the soft skills essential for success in various competitive environments. The course ensures that learners can apply their knowledge and skills to enhance their overall competitiveness in the job market or educational pursuits.
2	Vertical:	Skill Enhancement Course
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives: By end of this course learners should: <ol style="list-style-type: none">1. acquire basic information about the competitive exams.2. develop soft skills essential for success in competitive exams	
8	Course Outcomes: The learners shall: <ol style="list-style-type: none">1. become aware about the various competitive exams for career enhancement2. be familiarised with the basics of stress and time management techniques useful in everyday life.	

<p>9</p>	<p>Module 1: Introduction to Competitive Exams (15 Hours)</p> <ol style="list-style-type: none"> 1. Examinations conducted for entry into professional courses: Graduate Record Examinations (GRE), Graduate Management Admission Test (GMAT), Common Admission Test (CAT) and Scholastic Aptitude Test (SAT), TOEFL, ACT, PTE, CET 2. Exams conducted for entry into teaching profession: NET, SET. 3. Examinations conducted for Government jobs: UPSC, MPSC, SSC 4. Examinations for Entrance in Banking and Insurance sector: <hr/> <p>Module 2: Soft Skills Required for Competitive Exams (15 Hours)</p> <ol style="list-style-type: none"> 1. Information on areas tested: Quantitative Ability, Data Interpretation, Verbal Ability and Logical Reasoning, Creativity and Lateral Thinking 2. Motivation: Concept, Theories and Types of Motivation. 3. Goal-Setting: Types of Goals, SMART Goals. 4. Time Management: Effective Strategies for Time management.
<p>10</p>	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Bhatnagar Mamta and Bhatnagar Nitin, Effective Communication and Soft Skills, Pearson India, New Delhi, 2011 2. Singh, Ashok Kumar, Science and Technology for Civil Service Examination, Tata McGraw Hill, New Delhi, 2012. 3. Thorpe, Edgar, General Studies Paper I Volume V, Pearson, New Delhi, 2017.
<p>11</p>	<p>Websites:</p> <ol style="list-style-type: none"> 1. https://www.gmac.com/gmat-other-assessments/about-the-gmat-focus-edition/exam-overview 2. https://www.ets.org/show-english-ability.html 3. https://iimcat.ac.in/per/g01/pub/756/ASM/WebPortal/1/index.html?756@@1@@1 4. https://cetcell.mahacet.org/cet/ 5. https://upsc.gov.in/ 6. https://mpsc.gov.in/examination_syllabus?m=18 7. https://www.ugcnetonline.in/syllabus-new.php 8. https://ugcnet.nta.nic.in/ 9. https://setexam.unipune.ac.in/ 10. https://www.ets.org/gre/test-takers/general-test/about.html 11. https://www.mindtools.com/a5ykiuq/personal-goal-setting 12. https://www.mindtools.com/a4wo118/smart-goals 13. https://www.ibps.in/

12	Internal Continuous Assessment: 40%	Semester End Examination: 60%	
13	Continuous Evaluation through:	1. Fieldwork-based project work and report or assignment or presentation or report-writing or article/ book review or topic-based activity	10 marks
		2. MCQ Based Test	10 marks
		Total	20 marks
14	Format of Question Paper:		
	Question Number	Nature of Questions	Maximum Marks
	1)	Attempt any THREE of the following: (From Module I)	15
	A.		
	B.		
	C.		
	D.		
	2)	Attempt any THREE of the following: (From Module II)	15
	A.		
	B.		
	C.		
	D.		

Signatures of Team Members

Sr. No.	Name	Signature
1.	Ms. Varada Trivedi	
2.	Ms. Ranjeeta Prajapati	
3.	Mr. Kaustubh Bhagat	

AC –

Item No. –

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Title of the Course: Communication Skills in English - II (Semester II)

Programmes:

Bachelor of Commerce
Bachelor of Commerce (Management Studies)
Bachelor of Commerce (Accounting & Finance)
Bachelor of Commerce (Banking & Insurance)
Bachelor of Commerce (Financial Markets)
Bachelor of Science (Information Technology)
Bachelor of Business Administration (Logistics)

Syllabus for 2 Credit Course from the Academic Year 2024-2025

Name of the Course: Communication Skills in English - II

Sr. No.	Heading	Particulars
1	<p>Description of the course :</p> <p>Including but Not limited to :</p>	<p>This course cultivates English Communication dexterity spanning interview dynamics, meeting essentials, and varied business correspondence.</p> <p>Constructive professional discussions and proficiency in crafting impactful documents, essential for success in the professional arena.</p>
2	Vertical :	Ability Enhancement Course
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 marks and Semester End Examination 30 marks
7	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To introduce learners to types of interviews and the dynamics of meetings. 2. To familiarize learners with diverse types of business correspondence and to instill the essential speaking and writing skills required for successful professional life. 	
8	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Ability to understand the principles and strategies of effective communication and contribute constructively to professional discussions. 2. Ability to demonstrate proficiency in crafting and interpreting different business correspondence formats for successful engagement in the professional realm. 	

9	Module 1: Corporate Dynamics (15 Hours)
	1. Interviews: <ul style="list-style-type: none"> ▶ Preparing for an Interview - Interviewer and Interviewee ▶ Types of Interviews - Selection, Appraisal, Grievance, Exit, Online
	2. Meetings: <ul style="list-style-type: none"> ▶ Need and Importance of Meetings ▶ Role of the Chairperson and Participants
	3. Effective Document Management and Communication: <ul style="list-style-type: none"> ▶ Summarisation of documents ▶ Drafting of Notice, Agenda & Resolutions
	Module 2: Business Correspondence (15 Hours)
	1. Reports and Business Proposals: <ul style="list-style-type: none"> ▶ Drafting Investigative Reports ▶ Drafting Business Proposals
	2. Trade Letters: <ul style="list-style-type: none"> ▶ Letters of Inquiry ▶ Letters of Complaints, Claims, Adjustments
	3. Email Correspondence: <ul style="list-style-type: none"> ▶ Email as channel for formal correspondence ▶ Sales letter via Emails
10	Reference Books: <ul style="list-style-type: none"> ● Gupta, Anand Das. Ethics, Business and Society: Managing Responsibly. 2010. ● Kamin, Maxine. Soft Skills Revolution: A Guide to Connecting with Compassion for Trainers, Teams, and Leaders. 2013 ● Lesiker, Flatley, Rentz, Lentz, and Pande. Business Communication: Connecting in a Digital World. 13th edn., 2015. ● Luck, Susan L. Zen and the Art of Business Communication: A Step-by-Step Guide to Improving Your Business Writing Skills. 2016. ● Adler, Ronald B., Jeanne Marquardt Elmhorst, and Kristen Lucas. Communication at Work: Principles and Practices for Business and the Professions. 12th ed., McGraw-Hill Education, 2017. ● Roberts, Tim, and Tony Alessandra. The New Art of Managing People. 2016

11	Internal Continuous Assessment: 40%	Semester End Examination : 60%	
12	Continuous Evaluation through: (20 marks)	1) Mock Interviews/ Extempore/ Drafting Notice, Agenda & Resolutions (10 marks) 2) MCQs Based Test (10 marks)	A learner must be present for each of the sub-components
13	Format of SEE Question Paper: (30 marks)		
	Question No.	Nature of Question	Maximum Marks
	Q-1	Short notes: (attempt any 2 of 4) a) b) c) d)	10 Marks
	Q-2	Draft the following: (attempt any 2 of 3) a) Letter of Inquiry b) Letter of Complaint/Claim/Adjustment c) Sales/Promotional Letter	10 Marks
	Q-3	a) Draft a Business Report/Business Proposal Or a) Case Study b) Summarization	10 Marks 5 marks 5 marks

Signatures of Team Members

Sr.No.	Name	Signature
1.	Ms. Amrita Nambiar	
2.	Ms. Jacinta Ashita Tigga	

Approved by the Academic Council on 14-3-26 item no.
Approved by the BoS in Environmental Studies and Foundation Course on 5-3-26 item no. 02

As Per NEP 2020

Tolani College of Commerce **(Autonomous)**



Title of the Course: Environmental Studies- II

Name of the Programmes:

1. Bachelor of Commerce
2. Bachelor of Commerce (Management Studies)
3. Bachelor of Commerce (Accounting & Finance)
4. Bachelor of Commerce (Banking & Insurance)
5. Bachelor of Commerce (Financial Markets)
6. Bachelor of Commerce (Logistics)
7. Bachelor of Commerce (Taxation and Auditing)
8. Bachelor of Science (Information Technology)
9. Bachelor of Science (Data Science)

Semester II

Syllabus for 2 Credit Course

From the academic year- 2026-2027

Name of the Course: Environmental Studies- II

Sr. No.	Heading	Particulars
1	Description the course:	The course is an introductory inter-disciplinary course to understand impacts of human actions on environment. It is an attempt to understand the future impacts by learning from the past and present actions.
2	Vertical:	Value Education System
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives: By end of this course learners should be: 1. aware about the human interventions for environment protection 2. familiar with the mechanisms for environmental protection in India	
8	Course Outcomes: The learners shall be able to: 1. hold a rational attitude towards sustainable development 2. a develop a sense of environmental responsibility	

9	<p>Module 1: Sustainable Development and Way forward (15 Hours)</p> <ol style="list-style-type: none"> Sustainable Development: Definition, Need, Importance of Sustainable Development; Origin and Evolution of Sustainable Development Goals (SDGs) Environmental Management: Need, Importance and Relevance, ISO 14000, Carbon Banks and Carbon Credits; Corporate Social Responsibility: Concept, Need and Importance Disaster Management: Definition; Types of disasters; Effects of disaster; Factors to be considered in Prevention, Mitigation (Relief and Rehabilitation) and disaster Preparedness. Environment Education: Definition, Scope, Importance, Principles, Methods, Concept of Education for Sustainable Development <p>Module 2: Environment Protection in India (15 Hours)</p> <ol style="list-style-type: none"> Environmental Movements in India: Chipko Movement, Appiko Movement, Save Narmada Movement, Save Western Ghat, Save Jaitapur and Save Aarey Environmental Laws in India: Constitutional Provisions for environment protection; Law-Water (Prevention & Control of Pollution) Act, 1974, Air (Prevention & Control of Pollution) Act, 1981, Wildlife Protection Act, 1972, Forest Conservation Act, 1980, Environmental Protection Act, 1986 Protected Areas in India: Definition and concept, Importance, Types of Protected Areas, Some of Protected Areas in India, Protected Areas Network Conservation Initiatives in India: Concept, Need of conservation; Institutions and NGOs in the field of conservation India; Conservation initiative in India- National Solar Mission, Project Tiger, Project Elephant, Project Vulture, Project Cheetah, Project Mahseer, Project Bustard
10	<p>Reference Books:</p> <ol style="list-style-type: none"> Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p McKinney M.L. & Schoch R.M., 1998: Environmental Science, Jones & Bartlett Publishers, London Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. Murthy, D. B. N., Disaster Management: Text and Case Studies, Deep and Deep Negi S.S. (1993) Biodiversity and its Conservation in India, Indus Publications, New Delhi Odum E.P. (1971): Fundamentals of Ecology, W.B. Saunders, Philadelphia Parsuraman, S., and Unnikrishnan, ed., India Disasters Report II, Oxford, New Delhi, 2013 Publications, New Delhi, 2013. Rajgopalan C (2015): Environmental Studies. Oxford University Press Rao K.L. 1975: India's Water Wealth, Orient Longman Ltd. New Delhi Reza, B. K., Disaster Management, Global Publications, New Delhi, 2010.
11	<p>Other Readings:</p> <ol style="list-style-type: none"> Down to Earth, Centre for Science and Environment Human Development Report 2020 "The next frontier Human development and the Anthropocene", United Nations Development Programme (eISBN: 978-92-1-005516-1) 412 p.p http://hdr.undp.org/en/2020-report

12

Websites:

1. <https://unfccc.int/>
2. <https://www.cbd.int/>
3. <https://cpcb.nic.in>
4. <https://mpcb.gov.in>
5. <https://shoalconservation.org/project/project-mahseer/>
6. <https://www.wwfindia.org/>
7. <https://www.bnhs.org/>
8. <https://www.iucnredlist.org/>
9. <https://wii.gov.in/>

13	Internal Continuous Assessment: 40%	Semester End Examination: 60%		
14	Continuous Evaluation through:	1. Fieldwork-based project work and report or assignment or presentation or report-writing or article/ book review or topic-based activity	10 marks	
		2. Class Test	10 marks	
		Total	20 marks	
15	Format of Question Paper:			
	Question Number	Nature of Questions	Maximum Marks	
	1)	Attempt any THREE of the following: (From Module I)		15
		A.		
		B.		
		C.		
	2)	Attempt any THREE of the following: (From Module II)		15
A.				
B.				
C.				
D.				

Signatures of Team Members

Sr. No.	Name	Signature
1.	Mr. Kaustubh Bhagat	

As Per NEP 2020

AC –

Item No. –

Tolani College of Commerce (Autonomous)



Knowledge is Supreme

Title of the Course: Management of Creativity
Programme: Bachelor of Commerce (Management Studies)
Semester II

Syllabus for 2 credits

From the academic year-2024-2025

Name of the Course: Management of Creativity

Sr. No.	Heading	Particulars
1	Description the course :	This course introduces the learners to the various theoretical concepts related to the human creative process, developing creative ideas, and converting ideas into innovative solutions or products. Topics emphasize the importance of creating a sustainable process to continually innovate in the areas of product, process and service innovation.
2	Vertical :	Co-Curricular Course
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives:	<ul style="list-style-type: none"> • To create a business-oriented approach to creativity. • To relate creativity with business survival, growth and sustainability, for both commercial and social enterprises.
8	Course Outcomes:	<ul style="list-style-type: none"> • Learners will be able to develop systematic methodology that integrates creative thinking processes into business strategies, fostering innovation, problem-solving, and sustainable growth. • Learners will be able to evaluate the role of knowledge and technology management in developing new products/services and processes.

9	Module 1:Introduction to Creativity: (15 Hours)							
	<ul style="list-style-type: none"> • Concept of Creativity: Importance of Creativity in Idea Generation, Creativity Process • Enablers & Barriers to Creativity: Components of Creativity, Creative Personality, Three Components of Creativity, (Expertise, Creative Thinking Skills & Motivation), Characteristics of Creative Group 							
	Module 2:Creativity Techniques: (15 Hours)							
	<ul style="list-style-type: none"> • Techniques of Creativity: Brain Storming, Lateral Techniques, Six Thinking Hats, Story Board • Managing Creativity: Entrepreneurial Creativity, Time Pressure & Creativity, Steps to Increase your own Creativity, Creative Problem Solving 							
10	References: <ul style="list-style-type: none"> • Jane Henry,Creative Management and Development, 2006 • Christian Werner, Handbook of the Management of Creativity and Innovation, 2017 • Chris Bilton, Management and Creativity: From Creative Industries to Creative Management, 2008 							
11	Continuous Evaluation							
12	Continuous Evaluation through: <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Component</th> <th>Total Marks</th> </tr> </thead> <tbody> <tr> <td>1)Assignment/Case Studies / Presentation/ /Project</td> <td>50 Marks</td> </tr> <tr> <td>Total</td> <td>50 Marks</td> </tr> </tbody> </table>		Component	Total Marks	1)Assignment/Case Studies / Presentation/ /Project	50 Marks	Total	50 Marks
Component	Total Marks							
1)Assignment/Case Studies / Presentation/ /Project	50 Marks							
Total	50 Marks							

Signatures of Team Members

Sr.No	Name	Signature
1.	Ms.Swati Anavatti	
2.	Ms.Shalini Clayton	
3.	Ms.Reshma Rajput	
4.	Mr.Vedant Kajbaje	

Item No. –
AC –

As Per NEP 2020

**Tolani College of Commerce
(Autonomous)**



Title of the Course: Introduction to Financial Accounting

Programme: Bachelor of Commerce (Management Studies)

**Semester: II
Syllabus for 2 Credit Course
from the Academic Year 2026-2027**

Name of the Course: Introduction to Financial Accounting

Sr. No.	Heading	Particulars
1	Description the course:	This course covers key topics in Accounting Standards and delves into inventory valuation methods. The course also provides a basic understanding of International Financial Reporting Standards and presentation of financial statements of a manufacturing concern.
2	Vertical:	Minor
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. understand the importance of transparent financial reporting and the different methods of inventory valuation. 2. understand the principles, concepts and objectives of International Financial Reporting Standards (IFRS) and preparation of final accounts of a manufacturing concern. 	
8	Course Outcomes: After completion of the course the learners will be able to: <ol style="list-style-type: none"> 1. explain the relevance of Accounting Standards (AS-1, AS-2 and AS-9) in preparation and presentation of financial statements and calculate the value of inventory using First In First Out and Weighted Average methods. 2. explain the structure, content and relevance of IFRS framework and also prepare final accounts of a manufacturer considering typical transactions relating to a manufacturing concern. 	

9 Module 1: Accounting Standard issued by ICAI and Inventory Valuation (15 hours)

1. Accounting Standards

- Concepts, benefits and procedures for issue of accounting standards
- AS-1: Disclosure of accounting policies
Purpose, areas of policies, disclosure of policies and changes in policies
- AS-2: Valuation of inventories
Meaning, applicability and disclosure in final accounts
- AS-9: Revenue Recognition
Meaning and scope, sale of goods and rendering of services

2. Inventory Valuation

- Meaning of Inventories cost of inventory valuation, periodic Inventory system and perpetual inventory system valuation.
- Meaning and Importance of First In First Out (FIFO) and Weighted Average Method.
- Computation of valuation of inventory as on balance sheet date.

Module 2: Introduction to International Financial Reporting Standards (IFRS) and Final Accounts of Manufacturing concerns (15 Hours)

1. International Financial Reporting Standards (IFRS)

- Meaning and Scope
- Need for convergence
- Structure and objectives of IFRS
- Standard IFRS requirements

2. Final Accounts of Manufacturing concerns

- Classification of receipts and expenditure: Revenue and Capital
- Format, adjustment entries and practical problems on Final Accounts of Manufacturing Concerns

10	<p>Reference Books:</p> <ol style="list-style-type: none"> Ahmed, Naseem, Ashok Sharma, and Rajendra Kumar. Corporate Accounting. Delhi. ANE&#39; S Book Pvt. Ltd, 2013. Dr. Bansal KM. Corporate Accounting 1st ed Delhi. Tan Print Pvt. Ltd, 2017. Goyal, Bhushan Kumar. Fundamental of Corporate Accountancy: Volume I, Delhi. International Book House Pvt. Ltd, 2013. Gupta, M. P. Grewal&#39; s Accounting. 1st ed., 1993, New Delhi S. Chand and Company Ltd, Revised ed 2002. Dr. Maheshwari, S. N. Advanced Accountancy. Revised ed., Daryaganj, New Delhi Sultan Chand and Sons, 2007. Dr. Maheshwari, S. N. Advanced Accountancy, Volume I. 9th ed., Vikas Publishing House Pvt. Ltd., 2018. Maheshwari, S.N. and S.K. Maheshwari. Corporate Accounting 5th ed, Delhi Vikas Publishing House Pvt Ltd, 2018. Dr. Sehgal, Ashok, and Dr. Deepak Sehgal. Advanced Financial Accountancy. 6th ed., Delhi Taxmann Allied Services, 2016. Tulsian, P.C. Corporate Accounting. 5th ed, New Delhi, McGraw-Hill Publishing Company Pvt. Ltd, 2007. 											
11	Internal Continuous Assessment: 40%	Semester End Examination : 60%										
12	<p>Continuous Evaluation through:</p> <table border="1" data-bbox="289 1171 1224 1667"> <thead> <tr> <th data-bbox="289 1171 797 1293">Sub-components</th> <th data-bbox="797 1171 984 1293">Maximum Marks</th> <th data-bbox="984 1171 1224 1293">Conditions for passing</th> </tr> </thead> <tbody> <tr> <td data-bbox="289 1297 797 1503">1) Assignment/Case Studies/ Presentation/ Book Review/ Assignment/ Viva Voce/ Report Writing/ Quiz after participation in a Webinar/ Workshop/ Seminar</td> <td data-bbox="797 1297 984 1503">10</td> <td data-bbox="984 1297 1224 1503" rowspan="3">A learner must be present for each of the sub-components</td> </tr> <tr> <td data-bbox="289 1507 797 1583">2) Class Test</td> <td data-bbox="797 1507 984 1583">10</td> </tr> <tr> <td data-bbox="289 1587 797 1667">Total</td> <td data-bbox="797 1587 984 1667">20</td> </tr> </tbody> </table>	Sub-components	Maximum Marks	Conditions for passing	1) Assignment/Case Studies/ Presentation/ Book Review/ Assignment/ Viva Voce/ Report Writing/ Quiz after participation in a Webinar/ Workshop/ Seminar	10	A learner must be present for each of the sub-components	2) Class Test	10	Total	20	
Sub-components	Maximum Marks	Conditions for passing										
1) Assignment/Case Studies/ Presentation/ Book Review/ Assignment/ Viva Voce/ Report Writing/ Quiz after participation in a Webinar/ Workshop/ Seminar	10	A learner must be present for each of the sub-components										
2) Class Test	10											
Total	20											

13	Format of Question Paper:	
	Semester End Examination Question Paper Pattern	
	Maximum Marks: 30	Duration: 1 Hour
	All Questions are Compulsory Carrying 15 Marks each.	
	Question No	Particular
Q-1	Attempt the following: a. Full Length Practical Question OR b. Theory/ Practical Questions c. Theory/Practical Questions	
Q-2	Attempt the following: a. Full Length Practical Question OR b. Theory/ Practical Questions c. Theory/Practical Questions	
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.		

Signatures of Team Members

Sr. No.	Name	Signature
1.	Mr. Murugan Nadar	
2.	Ms. Shweta Ghule	